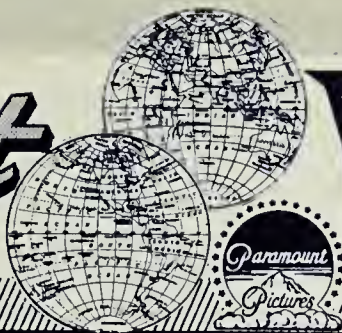


Charlton Heston

Paramount



WORLD

Vo.1 No.2 July 1, 1955



7 STEPS (AND A
WONDERFUL HOPE)
TO ONE OF THE
ALL-TIME GREATS
OF PARAMOUNT...

PARAMOUNT JOURNEY TO NEW YORK AND HOLLYWOOD FOR TOP CAROL OHMART SHOWMANSHIP CAMPAIGN



Michael Curtiz, at right, rehearses Carol Ohmart and Tom Tryon in a scene from THE SCARLET HOUR *****

Carol Ohmart - plus the combined efforts of the cast of THE SCARLET HOUR, and inspired director Michael Curtiz - will give some Paramount publicist or exploiter throughout the Paramount International world a wonderful trip to New York and Hollywood late in 1956.

THE SCARLET HOUR, as will be noted in several places in this issue, is the exciting new picture being made with great talent, but without any present-day marquee names attached to the cast.

This picture is more than a mere film --- it is the instrument of a new era, the era in which fresh, eager, valuable talent is to be given the greatest opportunity in film history to emerge into stardom.

We believe that this fact provides a most exciting basis for the launching of the picture and its new personalities on audiences of the world with an impact unprecedented in film history.

So we are announcing a contest (open to the same participants who vied for the trips with the contests on "When Worlds Collide" and "War of the Worlds"). This contest runs from the present moment through to the latter part of 1956.

We will announce the actual details in our next issue. But in the meantime it is not too early to commence your showmanship campaigns for Carol Ohmart, the remainder of the talented cast, and the production itself - THE SCARLET HOUR

FRED HUTCHINSON APPOINTED PARAMOUNT HEAD IN BRITAIN

Fred Hutchinson, one of the most respected film men in the British motion picture industry, has been made Managing Director of Paramount Film Service Limited, the Paramount organization of Great Britain and Eire.



James E. Perkins, Executive Vice President of Paramount International Films, left, congratulates Fred Hutchinson.

Fred comes to this post as the climax to a career which began when he entered the industry as a youth in 1908. His most recent step was promotion from the post of Managing Director of Sales. This post in turn had marked an advancement from that of Sales Manager, which he had become in 1946, a matter of five years after joining the Paramount organization in 1941.

A native of Bradford, Yorkshire, Mr. Hutchinson has long displayed almost uncanny skill in sales-appraising box-office film values. With what we know to be in the immediate future program of Paramount, he should lead our British organization to even greater heights of accomplishment.

Speaking for Paramounteers everywhere - both in the United States and Canada, as well as internationally - we congratulate Fred on his very much merited promotion, and wish him continuing success.

DON HARTMAN PULLS OUT ALL THE STOPS FOR "ANYTHING GOES"

Paramount's executive producer views ANYTHING GOES and sends a frank, sparkling wire to Russell Holman in New York.

"DEAR RUSSELL: LAST NIGHT, ALL BY MYSELF I RAN 'ANYTHING GOES' IN FIRST ROUGH CUT. IN ALL MODESTY AND WITH CAREFUL, CONSERVATIVE CONSIDERATION I AM SURE THIS IS BY FAR THE BEST MUSICAL IN PARAMOUNT'S HISTORY, IN STYLE, IN TASTE ENTERTAINMENT AND SHOWMANSHIP, AND I BELIEVE IT IS ONE OF THE BEST SHOWS OF ALL TIMES - AND YOU KNOW YOU DON'T GET MANY OF THESE WIRES. A DREAM CAST BEHAVES THROUGHOUT WITH GAY SPIRITS AND I AM GRATEFUL TO YOU THAT YOU MADE ME GO TO SEE JEANMAIRE WHEN I WAS SO WEARY THAT SATURDAY AFTERNOON. SHE IS EVERYTHING YOU AND I EVER HOPED FOR, A REAL NEW COMET AS CHEVALIER WAS WHEN HE FIRST BURST ACROSS THE SKY. PLEASE TELL GEORGE WELTNER, JERRY PICKMAN AND ALL THE BOYS THAT THE BLOCK BUSTER OF THEM ALL IS ON ITS WAY *

* DON HARTMAN"



"S. A. C." CONTINUES AS ACE GROSSING SHOWMANSHIP TOPPER

MASSIVELY SUCCESSFUL LONDON PREMIERE
AT PLAZA LAUNCHES AIR TRIUMPH ON A
SCALE OF TOP GLOBAL GREATNESS.....

"STRATEGIC AIR COMMAND" IS A SUCCESS OF TRULY INTERNATIONAL PROPORTIONS. TO THE WAVE OF UNBROKEN SUCCESSES ACROSS THE UNITED STATES THERE IS NOW ADDED AN UNMISTAKABLE TRIUMPH IN THE PLAZA THEATRE, LONDON, A KEY BRITISH HOUSE IN THE DESIGNATION OF AUDIENCE APPEAL THROUGHOUT THE INDUSTRY. THE BIG SAGA OF THE SKIES, PRESENTED IN DOUBLE FRAME VISTAVISION ON THE BIGGEST SCREEN EVER SEEN IN BRITAIN, HAS BEEN PRONOUNCED A HIT BY PRESS, PUBLIC AND OFFICIALDOM.



At left is the scene as the National Anthems of Britain and the United States of America were played by the Plaza's orchestra. Thus was begun a film event in which a fine and completely entertaining motion picture was displayed before one of the most discerning audiences in the world, and was whole heart-

edly accepted by it as the most spectacular and significant film of its kind ever made in any country, at any time. The picture was greeted with vibrant applause by one of the most distinguished audiences in London (Continued on Page 33)

PARAMOUNT "SAC"-CESS STORY

This, save for the manual addition of the ring of stars, is a scene from STRATEGIC AIR COMMAND. Not something taken from a still, nor a special art creation, but right smack from the negative of SAC itself. Ye who have seen this mighty creation must have noted the Trade Mark analogy as it flashed on the screen: here we have preserved it for posterity, along with another chapter, below, in the success story of one of the all-time-great Paramount Pictures.



TORONTO - Canadian premiere of STRATEGIC AIR COMMAND at the Imperial, managed by Russ McKibbin, was another in a long line of showmanship triumphs for this completely showmanesque picture. With a fifth week already notched as this is written, the engagement reflects top credit on all concerned, particularly Exploiteer Win Barron, who secured the whole-hearted co-operation of the Royal Canadian Air Force, its band, its personnel and a training plane for one of the most complete attention-compelling demonstrations Toronto has ever seen.



Paramount WORLD

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ALBERT DEANE, Editor

Volume 1, Number 2

July 1, 1955

MANY DEVELOPMENTS of far-reaching significance have occurred during the past month. One was the announcement of the international showmanship contest revolving around Carol Ohmart and the Michael Curtiz production, *THE SCARLET HOUR*. This contest points up the importance of this picture, particularly in relation to the development of future stellar personalities within our industry.

Then there is the introduction of the Home Office visits by domestic branch managers, in an expansion of the timely policy of "Know Your Organization." Already this innovation has produced such beneficial results as to reveal the fact that by the end of the year, when every manager will have spent a minimum of one

week in Manhattan, we shall have the best-informed organization in the industry.

Our product, too, shares the Paramount progress spotlight. Not only do the members of our own sales force know that the pictures made, in release and in the making are the top box-office creations in the entire history of our company, but the rest of the industry knows it as well, as do the financial circles of the nation and the publications which report of and to those circles.

The years ahead are truly Paramount's!

NICELY SAID BY "THE CINEMA"...

The eminent British trade publication, *The Cinema*, had this to say about the appointment of James E. Perkins as Executive Vice President of Paramount International Films:

"We shall miss Perkins a very great deal. His quiet and unassuming manner belied the very real influence he brought to bear on British trade affairs. We wish him well in his new post which so obviously suits his talents."

And Bernard Charman, Editor and Publisher of *Daily Film Renter*, London, had this to say:

"....Jim Perkins has, as everybody knows, been coming and going between here and New York for quite a time. A couple of months ago I reported that he might be given an important new assignment with the company.

"He is to be congratulated on a promotion which recognizes his sterling worth to Paramount. In the British trade he will be sadly missed. Quiet and unassuming in manner, he has been a powerful influence in the counsels of both KRS and MPA.

"Few members of the American group, past or present, have inspired greater respect.

"He had developed a very great liking for this country, and will leave it, I am sure, with mixed feelings. But that will not prevent him from registering as great a success in his big new job as in his previous posts."

When the news of the appointment of Fred Hutchinson became known, *The Film Renter* had this to say:

"This promotion is certain to be welcome for Fred, whose quiet forceful personality is without a trace of flamboyance, is deservedly popular with exhibitors...."



SYMBOLS FROM SINAI

Permanently enshrined in the Paramount President's office are these tablets of The Ten Commandments which Cecil B. DeMille brought Mr. Balaban from Mount Sinai at the conclusion of the major location journey for the motion picturization of *THE TEN COMMANDMENTS*. The mounting of the tablets, done under the direction of Agnes Mengel Grew, evokes the undisguised admiration of every visitor to Mr. Balaban's office.

And the following is, in part, an editorial tribute paid to Fred by *The Cinema* of London:

"....Yet the trade will undoubtedly welcome him most because he is someone they know so well, a man with whom they have dealt for so long and someone whose knowledge and opinions they can look up to as carrying the full weight of years of experience which means sound practical values... With such men (this editorial also included Mr. Perkins) to guide the fortunes of major companies there should be no depression in sight and silver linings to all box-offices!"

Another chapter in the policy of having ours the

Our new masthead, used on the cover and at the head of this editorial page, was designed and drawn by Frank Ross, a long-service Paramounteer and member of the Paramount Art Department.

best-informed film organization in the world is found in the current visit to Rome and London by Jerome Pickman, the company's public relations head. This is very much in line with the desire of President Balaban and World-Wide Sales Head Weltner to make our company a 'One World' film organization in which all executives in responsible positions will be acquainted with Paramount's world-wide ramifications and operations.

A most important index to the calibre of future product to bear the Paramount imprint is to be found in the recent acquisition of the best-seller, "Gertrude Lawrence as Mrs. A." This fascinating biography is a truly colorful retelling of the life of one of the most fascinating human beings ever to grace the stages of England, America and Continental Europe. As a Paramount picture it will be cast with skill and produced with a deep affection for the memory of one of the very great and beloved stage characters of all time.

PARAMOUNT WEEK WILL BE A FORTNIGHT THIS YEAR — VERY, VERY FORTE....

29 30	31 25 26 27 28 29 30	23 30
FRI SAT	AUGUST	SUN
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13 14	1 2 3 4 5 6	6
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PARAMOUNT

ALL THE ODDS ARE IN FAVOR
OF THIS UPCOMING PARAMOUNT WEEK

ALL THE ODDS ARE IN FAVOR
OF THIS UPCOMING PARAMOUNT
WEEK BEING THE GREATEST AND
MOST SUCCESSFUL IN THE 36 YEARS
OF ITS OBSERVANCE BY THE FILM
INDUSTRY.

First and foremost is the fact that never in any year before has our Company enjoyed the prestige now attached to it by both distributors and exhibitors. This prestige stems directly from the product bearing Paramount's Trade Mark — a continuity of ace film attractions constituting the finest line-up of entertainment box-office pictures the industry has ever known.

Today, much more than ever before, the name Paramount carries more weight commercially, financially, editorially and, more import-

"FOY" RHYMES WITH "JOY"
IN THE NATIONAL SUCCESS BEING NOTCHED
BY "THE SEVEN LITTLE FOYS"

When Bob Hope left New York at the conclusion of a most successful personal appearance engagement in which he had appeared on radio, television and stage, and kept an almost incredible number of engagements for magazine and newspaper interviews, one of the things contributing to a happy frame of mind was the knowledge that THE SEVEN LITTLE FOYS at the Criterion was already topping the record set by SABRINA.

In Chicago, at the Chicago Theatre, the picture was topping THREE RING CIRCUS, with the sixth day bettering the opening day....In Philadelphia the opening equalled that of KNOCK ON WOOD. The same sort of happy situation prevailed also in Los Angeles and New Haven.

As for the Texas engagements in Dallas, San Antonio, Houston and Austin — the Texans were scampering around in a search for bigger- and better-than-ever words to describe what is already destined to be one of Paramount's top-grossing pictures of the year.

"COUNTRY GIRL" 252%...."STRATEGIC AIR COMMAND"
239%....TELL THEIR OWN PARAMOUNT WEEK STORY...



BOX-OFFICE MAGAZINE's %'s

Although the problem of photographing color presented difficulties, we got from the cover of a recent issue of Box-Office the essential percentage information regarding a trio of box-office winners, two of them Paramount — THE COUNTRY GIRL, national leader, and STRATEGIC AIR COMMAND, very close behind it. These, according to Box-Office, were the top hits of the Spring Quarter.



antly, in the minds of picturegoers, than ever before.

Today it is truly a fact that the average filmgoer knows that STRATEGIC AIR COMMAND is a Paramount picture, that THE COUNTRY GIRL is a Paramount picture, that SABRINA and THE SEVEN LITTLE FOYS are Paramount pictures.

The fact that this knowledge has been definitely established in the public consciousness, plus the fact that today our studio is giving us a continuity of the greatest films of our Paramount lives, constitute two major reasons for the whole-hearted, determined, enthusiastic observance of Paramount Week by each and every one of us.

Through regular channels all of the fine, strategic material for this national celebration is being funnelled to branches and field men. You know the dates and everything else in the way of ammunition.

LES PRODUCTIONS PARAMOUNT LEUR SUPREMATIE CINEMATOGRAPHIQUE

L'accueil enthousiaste reçu par les productions Paramount au cours des derniers mois continue sur un rythme accéléré. Strategic Air Command s'avère aux Etats-Unis le champion des champions et bat tous les records partout où le film est présenté. Sabrina recueille de nouveaux lauriers, gagne des prix à la satisfaction des directeurs de salles. The Seven Little Foys a obtenu un énorme succès à Sydney, Australie et au moment où paraîtront ces lignes aura enregistré des recettes imposantes lors de ses premières à Hollywood et New-York.

La nomination de James E. Perkins comme vice-président exécutif de Films de Paramount International a été reçue dans le monde entier avec grande faveur. Vous trouverez ici certains des messages reçus (entre autres celui de Bob Hope, envoyé de Sydney). De nombreux Paramounters auront un peu plus tard l'occasion de le féliciter au cours d'un long voyage qu'il entreprendra.

La production du film de Michael Curtis, Too Late, my Love, est en cours, provoquant la plus importante montée de nouvelles étoiles qu'ait vue Paramount. Une vive attention se concentre autour de la jeune Ca-



MR. BALABAN IN PARIS

Paramount's president once again enjoys the pleasure of his annual lunch with the company's Paris executives. Second from the left in the first scene, he is shown with Messrs. Klarsfeld, Nathan, Michaud, Sheppard, (2nd. scene) - Vinet, Pront, Naintre, Bennett, Lebreton, (3rd. scene) - de Segonzac, Plunkett, Maillet and Rochefort.



PARIS FLASHES

Continental General Manager John B. Nathan reports that REAR WINDOW, now in

LEARNING OF NEW FILMS AT FIRST HAND



STUDIO LUNCH - Boris Jankolovics, General Manager in Belgium, and Paul Flodin, General Manager in Sweden, are second and fourth from the left, respectively, in this studio commissary group at which matters of international interest and importance were discussed. Reading clockwise from the left: Don Hartman, Executive Producer; Mr. Jankolovics; Y. Frank Freeman, Vice President in Charge of the Studio; Mr. Flodin; Luigi Luraschi, Head of Censorship and International Departments; Jack Karp, Head of Studio's Legal Department; John Mock, Head of Editorial Dept.; William Meiklejohn, Studio Casting Director; D. A. Doran, Executive Assistant to Mr. Hartman.

rol Ohmart; et le jeune Tom Tryon fait partie de l'équipe qui offrira aux habitués du cinéma de nouveaux visages et personnalités. Vous êtes priés de donner à ce projet une spéciale attention; il est lié au succès de votre compagnie et aussi de

l'industrie cinématographique dont nous faisons tous partie. Ajoutons que Paul Flodin, directeur général de Paramount en Suède et Boris Jankolovics, directeur général en Belgique ont rencontré Mlle Ohmart, M. Curtis et M. Tryon à Hollywood, ont vu une partie du film et ont promis à nos studios leur plus complet soutien pour Too Late, my Love.

Nous avons vu le film de court métrage VistaVision à Hawaii; c'est le plus beau, le plus passionnant des films de voyage en VistaVision. Tous ces films méritent votre entier appui car ils donnent au nom de Paramount un prestige considérable.

Nous pouvons ce mois-ci vous donner d'intéressants détails sur la première à Londres de Assignment Children avec Danny Kaye. Cette présentation a eu lieu devant un des plus brillants publics internationaux qu'on ait vu récemment; et la presse anglaise considère le film comme un des plus beaux gestes humanitaires que le cinéma ait produit depuis longtemps.

M. Weltner a entrepris de visiter toutes nos branches des Etats-Unis et en a déjà vues dix. Il a été heureux de constater par lui-même l'heureux effet qu'a eu sur tous ceux, hommes et femmes qu'il a rencontrés, la réunion de studio d'il y a quelques semaines.

James Stewart, Doris Day et le directeur Alfred Hitchcock sont de retour en Amérique après un intéressant voyage au Maroc et à Londres pour la mise en scène de The Man who knew too much. Il semble que nous disposons là d'un nouveau grand succès de Hitchcock et nous en sommes reconnaissants.

N'oubliez pas que tous les films Paramount sont présentés en VistaVision et Technicolor.

LEFT Jacques Flaud, Director General of France's Centre National De La Cinematographie, second from right, and Marc Spiegel, Continental representative of the Motion Picture Export Association, on the set of THE TEN COMMANDMENTS with Vice President Y. Frank Freeman and Yul Brynner, a stellar member of the cast of the DeMille production.

its 14th week on the Champs Elysees at the Lord Byron Theatre, has grossed a sum so great that we wish we could give it here....ORO DI NAPOLI at the Broadway and THE COUNTRY GIRL at the Elysees have passed their 5th highly successful weeks....MAMBO has entered a 3rd very fine week.

"SEVEN LITTLE FOYS" WINS HEARTS OF AMERICAN PICTUREGOERS IN LOS ANGELES AND NEW YORK PREMIERES

Already, in the space of just a couple of weeks, Bob Hope and his SEVEN LITTLE FOYS have generated more public love for a motion picture than almost any other picture we can remember, regardless of company. There's one thing about our industry that never fails: when the picturegoing public falls in love with a picture, you know it. We knew it with ROMAN HOLIDAY, and we know it now with THE SEVEN LITTLE FOYS.

The Western premiere of the loveable comedy at the Paramount in Hollywood proved it last week; and this week's premiere at the Criterion in New York supported the fact that THE SEVEN LITTLE FOYS is the best film Bob Hope ever made.

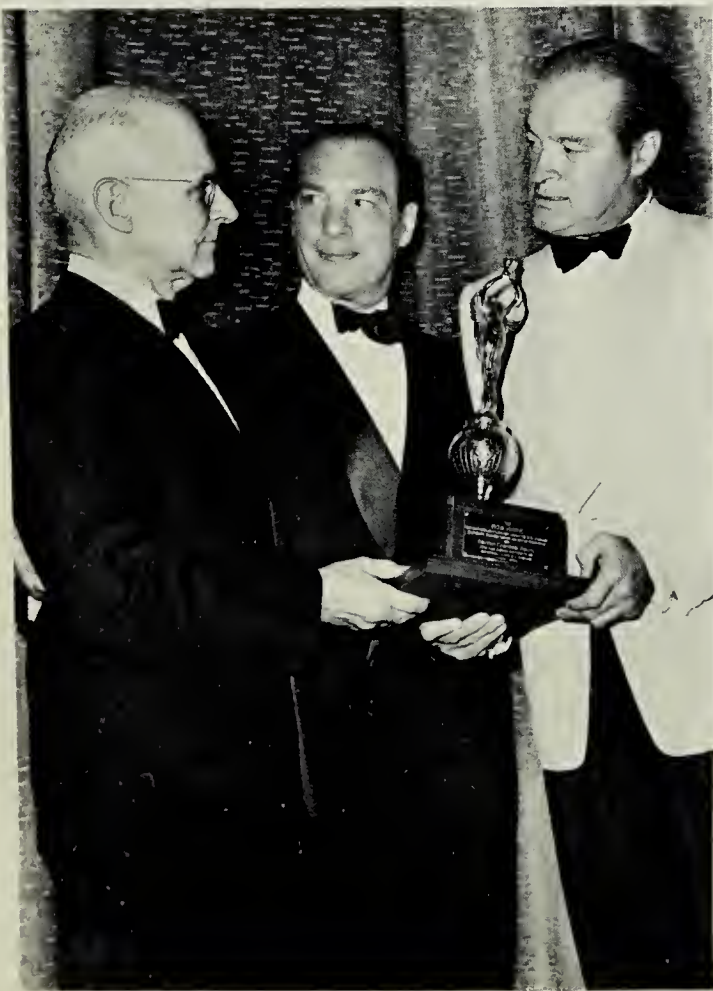


HOLLYWOOD - Part of the 'bleacher' crowd assembled at the Paramount Theatre to greet the Hope family, the Foy families (both cinematic and actual), and the great throng of Hollywood luminaries gathered to greet one of the happiest films in a decade.



From Hongkong - Mr. and Mrs. Harry H. Odell are among those attending the glamorous premiere at the Criterion. Mr. Odell is managing director of Commonwealth Enterprises Corp., of which Hongkong circuit the renowned Empire is chief theatre. With them of course are six of the Hope film's "seven little Foys."

HOLLYWOOD - At the premiere of THE SEVEN LITTLE FOYS, Charlton Heston is out of his character as 'Moses' in THE TEN COMMANDMENTS for the evening as he accompanies Y. Frank Freeman, Paramount Los Angeles Manager Al Taylor, and Roy Wolff, managing director of the Paramount.



ON THE STAGE of the Criterion Theatre, at the premiere, Bob Hope receives the Cerebral Palsy award for his devoted and tireless services to this great cause. Making the presentation is Lieutenant General James H. Doolittle. In centre is Leonard Goldenson, chairman of the board of United Cerebral Palsy and president of United Paramount Theatres.



In the Criterion lobby, Bob and Mrs. Hope are with six of the picture's "seven little Foys." At left is daughter Linda Hope, at right is son Tony Hope. Other young lady is Melinda Wayne, daughter of John Wayne. AT TOP Exterior of the Criterion Theatre immediately prior to the picture's opening.



EXTRAORDINARILY WELL REMEMBERED is this dance routine scene in a picture already labelled "The Best Picture Bob Hope Ever Made," and known simply as THE SEVEN LITTLE FOYS. Scene is the one in which Bob Hope as Eddie Foy, and James Cagney as George M. Cohan, engage in a dance-routine contest that's one of the best comedy sequences in the entire history of films

NEWS FROM THE NORTH AMERICAN PARAMOUNT BRANCHES

Pictures of Paramounters, news about branch personnel, reports on accomplishments, examples of local Paramount salesmanship and showmanship --- these are the chief editorial requirements for the pages now spread before you. These pages will appear every issue.

ST. LOUIS

The St. Louis Branch sends greetings to all of our co-workers over the globe.THE BRIDGES AT TOKO-RI opened in St. Louis first-run to one of the largest opening-night grosses in history. THE COUNTRY GIRL is now in its 3rd week, with a second week for MAMBO.Jerry Bahner, our Office Manager, was surprised by our Pep Club when he was presented with cuff links in honor of being made a Third Degree Mason. Congratulations, Jerry....Social highlight of the month was the wedding of our contract clerk, Shirley Price, to Rudy Koehler (that lucky fellow) on May 28th. The wedding was lovely and the bride, of course, looked beautiful. After a week's honeymoon in Wisconsin, the bride is now back at work.Phyllis Looney, Clerk, is wearing a diamond ring on the proper finger and is planning to take the big step in September. The blushing bridegroom-to-be is Warren A. Bast.

- Jane Smoller

TORONTO

Whew! We are just starting to catch up to ourselves and settle down a bit. For several weeks we have been on a merry-go-round in Toronto. On May 11 the local Variety Tent brought George Formby and a complete International Revue to the Maple Leaf Gardens. The Paramount Pep Club took in the show after dinner at the Town and Country. The party included Mr. and Mrs. Gordon Lightstone, Mr. Al Iscove and Mr. W.J. O'Neill. The Formby show was very good and we were happy that the Variety Club had a splendid turnout and raised about \$20,000.

On Sunday, May 15, a special screening of STRATEGIC AIR COMMAND was held in the Imperial Theatre for the R.C.A.F. officials, exhibitors, radio, television and press. It was shown in the new double-frame horizontal VistaVision process on the biggest screen in Canada, 54 feet wide, 24 feet high. Approximately 1500 persons attended, and all acclaimed both S.A.C. and the new V.V. process.

Next activity was the Divisional Sales Meeting under Mr. Lightstone's direction, which already has been covered in Paramount World. After the

That was a nice nationwide plug Exploiter Bob Bixler got from Bob Hope when the star, just returned from Australia, appeared on the Ed Murrow "Person-to-Person" network TV show. Quite a plug for Dallas, too, since top showman Bob O'Donnell got an ace mention also.



This is the Mary Murphy of HELL'S ISLAND as she showed up in the Paramount branch after setting all Cincinnati agog while on a personal appearance tour in the picture's behalf. If anybody is interested in the guys in the picture, that's Cincinnati Branch Manager Herb Gillis at left, and Short Features Sales Manager Oscar A. Morgan.

meeting, Mr. Weltner came to the office and everyone had the privilege of meeting him personally.

Our organization can be justly proud of the Paramount girls who have taken such a great interest in the motion picture industry by holding top executive positions in the Association of the Women of the Motion Picture Industry (known popularly as WOMPI). The girls are located all over the country and they are: Mrs. Verlin Osborne, Dallas, Texas, President of the National Organization; Mrs. Lorraine Cass, New Orleans, La., Vice-

President and Chairman of the Membership Committee of the National Organization; Mrs. Frankie English, Atlanta, Ga., Regional Director, Region #2, and Chairman of Insignia and Pin Committee; Mrs. Fairy Wilkerson, Memphis, Tenn., By-Laws Committee and Nominating Committee; Miss Anne Kaplan, President of the Toronto Club, the only Canadian club of its type in operation; Mrs. Myrtle Parker, President, Charlotte, N.C.

Wedding bells are ringing in our office for Jack Mitchell, Booking Department, who is getting married July 2nd. Everyone here wishes him and his fiancée, Joyce, the best of luck.

- Anne Kaplan

PITTSBURGH

A six-pound grandson was recently welcomed by our Office and Booking Manager, Mr. Harry Passarell, and his charming wife. Congratulations to the happy parents, and grandparents on the arrival of Michael Richard, a brother for cute two-year old Ellen.STRATEGIC AIR COMMAND is doing great business in this territory, as was naturally expected for such a terrific picture....A hearty welcome is extended to Mrs. Iris DuLac, new Billing Dept. clerk...Lots of luck, Iris! Mr. Oscar Morgan was here for a few days. Always a pleasure to see him... Popular Division Manager Howard Minsky was here recently to brief us on the great new product and many other subjects outlined at the studio meeting. Our Sales and Booking personnel were deeply interested in this information.July birthday congratulations to Kaye Grotticelli, branch manager's secretary, and Grace Benitz, head inspectress.

- Marilyn Rabinovitz

CINCINNATI

We were fortunate in having Mary Murphy, co-star of HELL'S ISLAND, visit our Branch. Miss Murphy was in Cincinnati for a Downtown Retail Merchants' promotion....Oscar Morgan was a brief visitor to the Branch the same day, adding to the happiness of the occasion....Because an heir is expected, Pat Knapke, Booking Dept. Ledger Clerk, is on leave of absence. Geri Wakeman,

MR. WELTNER'S PROGRAM OF COVERING U.S. & CANADIAN BRANCH OFFICES WELL UNDER WAY

Paramount World-Wide Head of Sales George Weltner, who is in Europe at the present time attending to important business on the International side of his company responsibilities, was well embarked on his itinerary of covering all Paramount branch offices in the United States and Canada within the next several months.

On May 25-26, following the vital sales meeting in Hollywood, he was in Toronto. June 2-3, accompanied by Division Manager E.K.O'Shea, in charge of the Eastern half of the United States, he was in Boston and New Haven branches. June 9-10, again accompanied by Mr. O'Shea, he visited Washington and Pittsburgh branches. Several days later - June 15, 16, 17, accompanied by Division Manager Hugh Owen, in charge of the Western half of U.S., he visited Paramount's branches in Salt Lake City and Denver.



HOLLYWOOD - Group of Ohio showmen are guests of Bing Crosby on the set of ANY-THING GOES. From left: Joe Ferris, Pittsburgh; George Rudin, associated with the Fred Krim Circuit, Dayton; Bing Crosby; Robert G. Gump, interested in Salem Drive In, Dayton; Dr. Arthur Denlinger, Airline Theatre, Vandalia; J.M. Henderson, Harris Amusement Co., Pittsburgh.

from Accounting, has taken her place temporarily....Margaret Porter, who was Switchboard Operator in Des Moines branch, is now our Booking Department Ledger Clerk.....Two branch additions are Mary Alice Horgan and Evelyn Wolke, who are under the 'reign' of Lillian Ahern, Cashier. Carol Thompson is now Ledger Clerk in the Contract Dept.... With vacations coming up, two of our most capable employees, Don Benning and Charlie Scully, decided on a trip East to New York. By their glorying reports, it has been a huge success.. Inspired by this success, Gladys Smiglewicz and her husband decided on a similar trip. We hope they have just as much fun as Don and Charlie did.

- Ralph Buring



HOLLYWOOD - E. V. Richards, prominent Southern exhibitor and one of the nation's top showmen, visits Cecil B. DeMille on the set of THE TEN COMMANDMENTS. Also in the photograph are Mrs. Y. Frank Freeman, Mrs. Richards, and Richards' niece.

OMAHA Contract Clerk Mary Ann Walsh returned from a vacation at her home in Emerson, Nebr. No sunburn - rained almost every day.

PBX-Steno Beverly Rosenberry is floating on clouds. She received a diamond and will be married in September. That's a long way off, but to see her you'd think she was being married tomorrow. Isn't love grand! Anyway, Good Luck, Beverly....Biller Patti Alexander vacationed to Chicago early in May and visited Lincoln Park Zoo. Now all she talks about is the monkeys she saw there. No men?....Our former Contract Clerk, Shari Dunham, gave birth to a bouncing baby girl on

BIG NEWS ABOUT "THE DESPERATE HOURS"

In a memorandum circulated by Russell Holman he says: "Don Hartman informed me over the telephone today that the studio and William Wyler held a preview last night at Long Beach on THE DESPERATE HOURS with one of the most enthusiastic audience reactions in the history of the studio. The audience was held tautly throughout and applauded spontaneously and in great volume at the finish....The manager of the theatre volunteered that THE DESPERATE HOURS was one of the greatest motion pictures he had ever seen....."

ANNIVERSARY CONGRATULATIONS -- To Jess McBride, Minneapolis Branch Manager, for notching 35 years with Paramount; to New Haven Branch Manager and Mrs. Henry Germaine, for their 28th wedding anniversary; to Rudolf Jellinek, General Manager in Germany, for his 30th Paramount year.



HOLLYWOOD - Louis W. Schine, executive of the Schine Circuit of Theatres, visits a set of Cecil B. DeMille's production, THE TEN COMMANDMENTS, and chats about the picture with Yul Brynner, who plays role of Pharaoh Rameses II in the mighty film.

May 18 and now has to change everything to pink. A boy was expected.... Julia Leahy, Cashier, is on vacation. Have a good time, Julia - but come back....Arthur Lane, Travelling Auditor, is visiting Omaha Branch and we all hope he has a nice time.

We are all rooting for that great picture, STRATEGIC AIR COMMAND, which is doing terrific business for our branch. We're having a tough time keeping the exhibitors content - they all want to play the picture now, but our general release doesn't start until August 10.....With our Drive-In Drive we were slow in starting, but we are all working hard to get into the top brackets. Let's hope we make it.Also, here's hoping that our 1955 season will top that of '54.

- Janet Mears

NEW HAVEN

Recently New Haven Branch enjoyed visits from Head Office Paramounteers. First we had Messrs George Weltner

REMEMBER, DOMESTIC BRANCH CORRESPONDENTS AND EXPLOITATION REPRESENTATIVES, "PARAMOUNT WORLD" IS PRIMARILY A PICTURE MAGAZINE.....IT IS THE "LIFE" OF THE PARAMOUNT ORGANIZATION. SO LET'S HAVE GOOD, INTERESTING PICTURES OF PARAMOUNT PEOPLE AND SHOWMANSHIP EVENTS -- AND BE SURE THAT SHOTS OF THEATRE FRONTS ARE MADE WHEN LOTS OF PEOPLE ARE AROUND.

and E.K.O'Shea, who were joined by Division Manager John Moore from Boston. A few days later, George Schur dropped in.

Branch Manager Henry Germaine is all smiles, and grosses, for once, have nothing to do with the situation. He became a 'Grandpop' for the second time. His daughter gave birth to a boy on Father's Day. Mr. Germaine usually knows when to break a 'feature'Also in 'The Stork Club' is Mrs. Jane Kohler, our Picture Report gal who recently left to await the arrival of her first. Sandra Heming, formerly our Billing Clerk, is now Picture Report Clerk. The post of Biller has been filled by a new girl, Marie Maffeo.

- Chester Pickman

I found out myself
-you go places
FASTER
in the
U.S. AIR FORCE
STRATEGIC
AIR COMMAND
starring Jimm Stewart
JOIN THE
U.S. AIR FORCE

In a magnificent showmanship tie-up with the United States Air Force, 40,000 of these very effective posters have been placed strategically across the country. And it is pretty evident that the reference to STRATEGIC AIR COMMAND (a Paramount Picture, by the way), will not go unnoticed by the nation's filmfans.

EL PRODUCTO PARAMOUNT SU SUPREMACIA EN LA INDUSTRIA

La marcha triunfal del producto Paramount por el mundo entero durante los meses pasados continúa a compás acelerado. "Acorazados del Aire" ("Strategic Air Command") demuestra ser un Campeón de Campeones en los Estados Unidos y está obteniendo grandes recaudaciones en cuantas partes se exhibe. "Sabrina" está cosechando laureles y premios en diferentes países del mundo y obtiene también el premio más codiciado de todos, esto es, la satisfacción de los exhibidores, quienes ven reflejado en la taquilla el agrado del público. "Mis siete hijos" ("The Seven Little Foys") ha obtenido un éxito fenomenal en su estreno en Sidney, Australia. Cuando estas líneas sean leídas, esta película habrá recibido la sanción unánime del público neoyorquino y de Hollywood. . . El nombramiento del señor James E. Perkins Vicepresidente Ejecutivo de Paramount International Films ha sido recibido con una avalancha de felicitaciones de todas partes del mundo. Algunos de los telegramas y cables recibidos, incluyendo uno muy especial de Bob Hope, desde Sidney, están reproducidos en este número. Muchos paramountistas tendrán ocasión, en los meses venideros, de felicitar personalmente al señor Perkins, pues sus actividades comprenden un programa muy

Nat "King" Cole provides much of the musical attraction to Michael Curtiz' production of THE SCARLET HOUR, in which the star is Carol Ohmart. Nat, at right, is with Larry Finley, noted Hollywood disc jockey, whose program over KTLA is renowned.



extenso de viajes. . . La producción de Michael Curtiz, "Too Late, My Love" ("Demasiado tarde, mi amor") está en plan de rodaje en el estudio de la Paramount, y de ella se dice que será una de las películas más reveladoras de nuevas estrellas que se han llevado a la pantalla. Carol Ohmart es la damita joven que está llamando más poderosamente la atención en estos momentos. En esta película aparecerá también un joven de gran porvenir llamado Tom Tryon. Este es otro ejemplo de la tendencia de la

"TOP PRODUCT" IS CONVENTION KEYNOTE



This is the Paramount Films de Espana, S.A. sales meeting held in Barcelona, Spain, starting on June 6th. The event was a conspicuous success from the beginning with a special telegram from Continental General Manager J. B. Nathan, through to the concluding banquet three evenings later. Shown in the scene at above left, and reading from left, are: Miss Mantua, Publicity Manager; Mr. Herrero, Publicity in Madrid; Mr. Ruiz, Control Dept.; Mr. Cardenal, Sevilla Salesman; Mr. Pallol, Madrid Salesman; Mr. Llorens, Sevilla Booker; Mr. Feixas, Assistant Branch Manager, Barcelona; Mr. Garcia, Barcelona Salesman; Mr. Careaga, Bilbao Salesman; Mr. Alvarez, Barcelona Branch Cashier; Mr. Tournon, Coruna Agent; Mr. Romero, Barcelona Salesman; Mr. Soto, Bilbao Salesman; Mr. Ruz, Canarias Agent; Mr. Soler, Valencia Branch Manager; Mr. Sanchez, Sevilla Branch Manager; Mr. Huet, Traffic Manager; Mr. Sanz, Madrid Branch Manager; Mr. Xaubet, Agent Sales Manager; Mr. Edelstein, General Manager; Mr. Sauret, Office Manager; Mr. Rebolledo, Bilbao Branch Manager; Mr. Monreal, Valencia Salesman; Mr. Monleon, Baleares Agent; Mr. Zubielqui, Barcelona Booker.

In the close-up at right are Srs. Sauret, Rebolledo and Edelstein.

Product shown to the very enthusiastic gathering comprised the Spanish dubbed versions of SABRINA, ELEPHANT WALK and PONY EXPRESS, and the original version, in English, of THE BRIDGES AT TOKO-RI. Of the latter screening Mr. Edelstein said, in his report to Mr. Nathan: "Even though this film was in English, which was not understood by those present, the dramatic quality of the picture was acclaimed by all who saw it."

Conclusive paragraph to Mr. Edelstein's report said: "Our branch managers, salesmen and agents returned to their posts greatly enthused and happy in the knowledge that the 1955-56 line-up is not only the best and greatest list presented by our company since its start in Spain, but it is also the finest list presented by any company at any time in Spain. They left with the will to sell these pictures of the topmost basis their merit entitles them to."

Paramount hacia la presentación de nuevos rostros y nuevas personalidades para satisfacer el interés del público. Es natural que el plan de la Paramount descansa en el apoyo que los paramountistas le darán, pues en él está vinculado el progreso de nuestra Compañía, en particular, y de la Industria, en general. A este respecto debemos añadir que Paul Flodin, gerente general de la Paramount en Suecia, y Boris Jankolovics, que ostenta igual cargo en Bélgica, tuvieron ocasión de saludar personalmente a la linda Carol Ohmart, al productor Curtiz y al joven actor Tryon, durante su reciente visita a Hollywood, donde presenciaron la proyección de algunas escenas de "Too late, my love" y quedaron sumamente entusiasmados de ella. . . Hemos asistido a la proyección de la película de dos rollos "VistaVision visita Hawaii" y podemos asegurar al lector que este documental de viajes es el más interesante de los tres cortos en VistaVision hasta ahora realizados. Estos cortos en VistaVision merecen el interés y apoyo de los paramountistas, pues, sin duda alguna, contribuyen considerablemente a aumentar el prestigio de nuestra marca. . . Hoy podemos ofrecer al paramountista un informe detallado del estreno del corto de Danny Kaye "Sembrando Sonrisas Infantiles" ("Assignment Children") estrenado re-

cientemente en Londres. Esta película fué presentada ante una de las más distinguidas audiencias internacionales que jamás se ha congregado en un teatro. La prensa londinense, en particular, y la de toda Inglaterra, en general, califican este documental como uno de los esfuerzos humanitarios más eficaces que la industria cinematográfica ha realizado. . . Mr. Weltner presidente de Paramount International, y Director General de Ventas para todo el mundo, se propone visitar todas las agencias de nuestra Compañía en los Estados Unidos durante este año. Mr. Weltner se muestra muy complacido de la reacción que la reciente reunión con los jefes del estudio ha obtenido entre los paramountistas de los Estados Unidos y del mundo entero. . . James Stewart, Doris Day y el director Alfred Hitchcock están en los Estados Unidos de regreso de su interesante viaje a Marruecos, donde se realizó el rodaje de la película "El hombre que sabía demasiado" ("The man who knew too much"). Su breve paso por Londres fué una demostración de aprecio de estos artistas. No hay duda que "El hombre que sabía demasiado" será una de las películas de más valor en nuestros programas. . . RECORDATORIO: No olvide el paramountista que todas las películas de la Paramount están siendo fotografiadas en VistaVision y Technicolor.

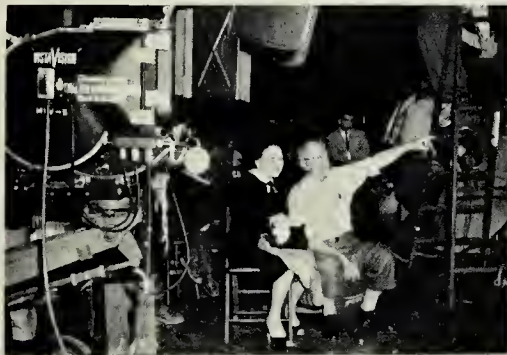
DRAMA AND SPECTACLE FACE OF "THE TEN COMMANDMENTS" CONTINUES TO BE INSPIRING BEYOND MERE WORDS.....



Cecil B. DeMille greets Boris Jankolovics, Paramount General Manager in Belgium, on the set of the towering production, and learns that the results on all other Paramount productions will be dwarfed by the business on this one. Mr. Jankolovics was of course speaking for his territory, but undoubtedly echoing the sentiments of all others. (That's the musical score of the earlier TEN COMMANDMENTS that Mr. DeMille is carrying).



From Germany, Johann Obermaier, representative of the Munchner Abendzeitung of Munich, learns from Edward G. Robinson details of the customs of the period of the massive DeMille picture.



This is the renowned motion picture columnist, Louella O. Parsons, learning about the greatness and majesty of THE TEN COMMANDMENTS at first hand.



Louis Sobol, national columnist in the Hearst newspapers, and syndicated by International News Service, gets some angles on the picture from John Derek.



International News Service's Hollywood correspondent, Lee Belser, gets her news on the mighty DeMille film right from 'CB' himself.



The interviewer here is Betty Voigt, Hollywood correspondent for Newsweek Magazine. (The big parade of reporters and columnists to THE TEN COMMANDMENTS is on, and will continue for the next year and a half).



In this production, moreso than in any other DeMille creation in film history, the great director has arrayed such a succession of towering dramatic action and eye-filling spectacle as to create a tempo almost beyond human endurance. Of scenes such as the one above there are literally hundreds - all in eye-ease VistaVision and glorious Technicolor.

Today much is tried and proven which was uncertain a year ago when I told you about "THE TEN COMMANDMENTS."

Much that was hazard-hemmed is now accomplished. The location shooting in Egypt was rugged but we brought back on film the Exodus over the very steps that Moses took.

The mountain of the Lord's Law - Sinai - is on film, where all can be carried to its majestic and thrilling heights, and see what no eyes but Moses' have ever seen.

The movement of a people toward freedom - through the wilderness of Shur and the wilderness of Sin - is now on film.

Rameses II, the Pharaoh of Egypt, and his war chariots have swept through the great gates of Per-Rameses (the largest set ever built) in pursuit of the unarmed, helpless children of Israel. The scene is now on film for all to feel the terror of the tyrant.

On film, too, are the multitudes at the shores of the Red Sea crying to God as "the waters returned and covered the chariots and the horsemen, and all the host of Pharaoh..."

Three thousand and two hundred years ago on Mount Sinai THE TEN COMMANDMENTS were engraved on stone. Today they are engraved on film.

Scene upon scene now exists in permanent VistaVision record to dramatize the most vital human story that I have directed in 41 years of picture-making and 20 years on the stage. The scenes made in Egypt are big-big in idea, big in movement, big in massed humanity, warm in color.

Now, in Hollywood, we will bring to life the personal struggle between the very human people who were swept along on this great tide of history. This struggle has never stopped - the struggle between Moses, the man, and Rameses, the king. Moses, played by Charlton Heston, stands as the symbol of individual freedom under God. Rameses, played by Yul Brynner, stands as the symbol of the dictator who owns everything, including the souls and bodies of those he rules. Theirs was the first great clash between these two giant concepts. And they are still fighting in the world today, just as they fought their first engagement 3,200 years ago on the very ground where our cameras turned.

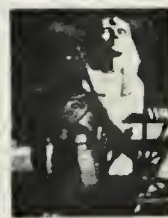
The collision of these giant forces forms a story which sees spiritual power arrayed against earthly power, devotion facing passion, love against hate, the inspired opposed to the ruthless - showing the weakness and the glory of man and the wonder of God.

On film is traced the events that brought about the giving of the tablets of stone. In them is formed the deep meaning, the enduring inspiration of the words that came flaming from Mount Sinai - THE TEN COMMANDMENTS. For they are the foundation of freedom's triumph over the forces of darkness.

The world has no greater theme. That is why I believe this picture will live long after all of us are gone.

The Ten Commandments are not laws. They are the law!

Cecil B. DeMille



This message from Cecil B. DeMille was published in the annual report to the Paramount stockholders. Almost magically it says in one page what the world can expect of and from THE TEN COMMANDMENTS. Read it and know it well!



SWEDEN TO LEARN PLENTY ABOUT PARAMOUNT PRODUCT



PARAMOUNTPRODUKTIONEN

ALLTJÄMT I FRÄMSTA LEDET

Paramount har under de senaste månaderna kunnat inregistrera den ena stora succén efter den andra och har flera överraskningar i beredskap. STRATEGIC AIR COMMAND har i Amerika blivit den verkliga storfilmerna och spelar överallt in rekordkassor. SABRINA vinner nya lagrar och utmärkelser, och det bästa av allt är rapporterna från biografägarna som talar om vilket nöje det är att få visa en sådan film. THE SEVEN LITTLE FOYS vann stor framgång vid en extra föreställning i Sydney i Australien, och när detta läses har filmen visat vackra inspelningssiffror från premiärerna i Hollywood och New York.

James E. Perkins' utnämning till Executive Vice President i Paramount International Films har utlöst en hel salva av gratulationer från hela världen. En del av dessa lyckönskningar (även Bob Hopes mycket unika, som sändes från Sydney) återfinns i detta nummer. Många Paramountkontor blir senare i år i tillfälle att framföra sina lyckönskningar direkt till Mr. Perkins då han kommer att företaga en omfattande rundresa.

Michael Curtiz' film TOO LATE, MY LOVE är nu under inspelning, och i och därmed har påbörjats en för Paramount mycket betydelsefull filmskapelse, som helt bygger på skådespelarprestationerna. Carol Ohmart är den unga dam till vars person man ställer de största förhoppningar; och en ung man vid namn Tom Tryon är också en viktig faktor i detta experiment att låta filmpubliken få bekanta sig med nya och intressanta ansikten och personligheter. Vi vilja särskilt lägga Eder på minnet att på allt sätt understödja detta synnerligen lovvärda företag, vilket är en viktig länk i vårt bolags framåtsträvanden liksom också i hela filmindustrins. Vi vilja tillägga, att Paul Flodin, som är general manager för Paramount i Sverige, och Boris Jankolovics, general manager i Belgien, ha träffat Miss Ohmart, Mr. Curtiz och

IN HOLLYWOOD, the Paul Flodins get close to the great production activities of the industry's paramount maker of hit films... In the first scene, at left, our General Manager in Sweden has a chance to congratulate Anne Baxter on her wonderful performance in THE TEN COMMANDMENTS. Then Mr. and Mrs. Flodin meet Jeanmaire, whose matchless singing and dancing performance in ANYTHING GOES are the talk of the industry. Then Paul gets a chance to congratulate the industry's top designer, Edith Head, on her latest Academy Award 'Oscar.' And in the final scene, the Flodins are back on one of the TEN COMMANDMENTS sets, this time with Debra Paget and John Derek.



Now that '7' is definitely Robert "Foy" Hope's lucky number, it might well be the beginning of another series to rival the "Road" series. In which case this would be the first publicity still of the Hope production, "The Seven Little Davy Crocketts." The scene actually is a sidelight on some Hope by-play when he was in Dallas, Texas, at a Cerebral Palsy benefit golf match.

Mr. Tryon i Hollywood och sett några scener av inspelningen, och båda förklarade omedelbart för studioledarna, att de ämnar göra allt för bästa och effektivaste framförande av TOO LATE, MY LOVE.

Vi har sett tvåaktaren VISTAVISION VISITS HAWAII och måste säga, att det är den vackraste, mest spännande och intressantaste av samtliga resefilmer i VistaVision. Alla dessa VV-filmer

böra ägnas största möjliga uppmärksamhet, då de bidraga till att höja Paramounts prestige.

Vi är nu i tillfälle lämna en mer detaljerad rapport om premiären i London på ASSIGNMENT CHILDREN. Filmen hade bestått ett glansfullt framförande inför den mest förnämsta internationella publik som bevistat ett dylikt evenemang under senare år. Enligt den engelska pressen kan filmen betraktas som en symbol för den förnämsta humanitära verksamheten inom filmindustrin på mycket länge.

Mr. Weltner har gett sig ut på en rundresa till alla avdelningskontoren i Förenta Staterna och har redan avverkat tio. Det roligaste för honom har varit att konstatera allt som åstadkommit av dem som deltog i den studiokongress, som hölls för ett par

A MINIMUM OF 8 WEEKS

A Paris despatch from Continental General Manager John B. Nathan advises that the first week of REAR WINDOW at Stockholm's House of Hits (the S a g a Theatre) produced a gross representative of 97.1% of the house capacity. "This of course is tremendous," said Mr. Nathan, adding "the picture is booked for a minimum of 8 weeks."

månader sedan, och som är resultatet av därvid gjorda förhandlingar.

James Stewart, Doris Day och regissör Alfred Hitchcock är nu tillbaka i Amerika efter resan till Marocko och London med anledning av inspelningen av thrillern THE MAN WHO KNEW TOO MUCH. Allt tyder på att vi åter fått tillgång till en stor Hitchcock-film, varför vi är mycket tacksamma.

En sak som inte får glömmas är att alla Paramountfilmer nu filmas i VistaVision och Technicolor.

Up to this minute the cast of the first Paramount-George Gobel picture includes Mitzi Gaynor, David Niven, George Sanders and Fred Clark - with Norman Taurog in charge of direction.

All of which is wonderful news to the tens of millions of George Gobel fans.

"KNOW YOUR ORGANIZATION AS WELL AS KNOW YOUR PRODUCT" WILL BE OUTCOME OF HOME OFFICE BRANCH MANAGER VISITS



FIRST FOUR BRANCH MANAGERS TO MAKE THE NEW YORK VISIT

JACK STEVENSON	SAN FRANCISCO
ED CHUMLEY	CHARLOTTE
WILLIAM HOLLIDAY	NEW ORLEANS
HARRY HAMBURG	KANSAS CITY

A ROTATION PLAN WHEREBY TWO BRANCH MANAGERS FROM BOTH THE EASTERN AND WESTERN DIVISIONS OF THE UNITED STATES WILL VISIT HOME OFFICE IN THE INTERESTS OF INFORMATION AND CLOSER COORDINATION, IS NOW IN OPERATION. THE FIRST FOUR MANAGERS ALREADY HAVE MADE THEIR VISITS, AND THE PLAN HAS BEEN PRONOUNCED A VERY WORTHWHILE SUCCESS.

The idea of these branch manager visits was one of the many fruitful suggestions made during the course of Mr. Weltner's sales session in Hollywood late in May. By the time the visits have been completed we will have quite easily the best-informed sales organization in the industry.

The plan is one which works to the advantage of Home Office as well as the men in the field. Operational knowledge and information constitute a two-edged sword. Each sphere of activity can learn from the other. We already have talked with the four men who have visited Home Office up to the time of going to press and have been very much impressed by the valuable impact the visit has had on each of them. We have also been able to gather evidence of the value of these visits on Home Office executives with whom they have been constantly in contact in the past, mostly by mail or phone. The actual words of these men definitely attest to the value of these visits. Here is what Fred Leroy, in charge of Sales Operation, has to say:

"I have now met with four branch managers and reviewed with them all phases of Sales Operation. As a result of these meetings an intimacy has been created and a better understanding fostered of each other's problems, their's in the field and our's in home office.

"While taking them thru home office functions, they were able to see, step by step, how we use the material furnished by the branches and how it guides us in our judgment. They,



FIRST VISITORS - First pair of branch managers to visit Head Office under new plan are E. G. Chumley, Charlotte, at left, and Jack Stevenson, San Francisco, second from right. Others in the picture, reading from left, are: Hugh Owen, in charge of Western section of the U.S.; Jerry Lewis; Louis Finske, President of Florida State Theatres, Jacksonville; and Al Fitter, Assistant to Hugh Owen.

in turn, gave us their thoughts and ideas - their side of the picture. We are now able to seriously consider the consolidation of reports brought about by this exchange of views.

"Conversely, it was an opportunity for them to unburden themselves of their problems and for us to offer advice and guidance wherever we could be helpful so that the overall result will be of tremendous value to the Field, to Home Office and to the Company as a whole."

George Schur, in charge of Branch Accounting, made this evaluation:

"The visits already made have been of mutual benefit. I have had an opportunity of acquainting the visitors with Home Office functions and the correlation of departments to branch activities. By personally meeting Home Office men, the branch managers have a better realization of the "whys" and "wherefores" of Home Office requests.

"Also, I have had a chance to personally review and acquaint the visiting managers with problems that are pertinent to all branches. In turn it has provided the visitors with the opportunity to obtain answers to questions that may have been bothering them and which are more readily answered in person than through correspondence.

"These visits are of great value in giving all Branch Managers an insight into how "the other half of the Paramount World lives and works."

And Martin Friedman, in charge of Playdates, summed the plan up as follows:

"The Branch Managers' visits to Home Office are a step in the right direction. This makes for a much closer relationship and better coordination between Home Office and the Field.

"Even at the very inception of the plan, I can see a generation of thoughts and ideas which can only mean a better understanding of all problems surrounding the sound distribution of pictures."

We will continue to report, each month, on the branch manager visits for the month preceding: we will also give further home office executive views on the value of these visits.

PERSONAL ITEMS FROM THE PARAMOUNT WORLD



Herman Flynn, right, Australian Advertising and Publicity Director, who's pretty good at a gag himself, hears the latest nifty from Hollywood served up with gestures and accents by the Gagmaster himself, Ed Schellhorn. The locale is the lovely Buckingham Hotel, on the shores of lovely Sydney Harbour.



And here is Ed Schellhorn again, this time with a different set of family gags, being interviewed over Radio 2UW by Keith Webb.



LARRY FLYNN, THE MAN WHO MOVES MOUNTAINS.

According to one of our international news-spotters, the word had gotten around that Larry Flynn was not a person, but was simply a name - a legend. Well, here's the evidence that Larry is real, a factual person.

He's even more than a fine and conscientious person - he's an institution. Already he has confounded

THANK YOU!

A "tip o' the lid" to Dan Hynes, Ella hagen and Gil Sullivan for their gracious behind-the-scenes help in getting the completed copies of our first issue of **PARAMOUNT WORLD** rolling around the world. Their assistance was invaluable then, and we know will continue to be so as future issues come from the press.



ONLY AIRPORT, PARIS. Mr. and Mrs. Barney Balaban are welcomed to France by Continental General Manager John B. Nathan. It is a vacation trip for Paramount's president and his wife, both of whom are very fond of France.



A DECORATION FOR LUIGI LURASCHI

Last month we announced with considerable pleasure that Luigi Luraschi, who is in charge of Censorship and Foreign Departments at the studio, had been decorated by the President of the Italian Republic with the Star of Italian Solidarity, in recognition of services rendered in the reconstruction of post-war Italy. The official award, as shown above, was presented on June 2nd by Dr. Massimo Casilli d'Aragona, Italian Consul in Los Angeles, to Mr. Luraschi in a special presentation in the office of Y. Frank Freeman, head of the Studio.

Above, at left: Dr. Casilli. Luigi Luraschi in centre. Mr. Freeman at right.

the dictionary by proving two things: one, that there are thirty hours to the average day; the other, that the dictionary definition of 'impossible' is all wrong.

Countless Paramount executives have, over more than a quarter of a century, found to their great satisfaction that the travel or transportation task they had thought impos-



GLENN KNOX HADDOW

Paramounteers everywhere around the world united in sorrow on learning that Glenn Knox Haddow had left their midst on June 12th after a long illness.

'Knox,' as he was known to everybody, had been a Paramounteer for 40 years, most of that time as manager of branch office service. He had begun his employment as a booker in the Detroit office in 1915 when the company was Famous Players Lasky Corporation. In 1918 he was made assistant manager in Detroit, and a year later was transferred to Toronto as branch manager. In 1921 he went to Cincinnati as branch manager, becoming district representative under district manager Harry Ross in 1922. He was promoted in 1934 to the position he held at the time of his death.

Apart from matchless proficiency in his professional position (in which he had no peer in the industry), Knox was renowned for his unfailing good humor and his great skill as a pianist.

Wherever there is a Paramount, his memory will be loved and respected.

We sorrow with his wife, Helen, and his two lovely daughters.

MRS. ERNESTINE WELTNER

Our very deep sorrow has gone out this month, too, to George Weltner, our World-Wide Head of Sales, whose beloved Mother, Mrs. Ernestine Weltner, left our midst on June 25th.

This unhappy event occurred just a few hours after Mr. Weltner had flown to Europe on company business. He returned by air immediately, and a most moving service was held at Far Rockaway on June 29th. A great many Paramount officials attended.

ible or unattainable, had somehow or other come up with an okay and the initials "L.P.F." on it.

Larry lives in New Rochelle, and his, the hospital's and the police department's are the only telephone lines open every hour of the day.

Yes, overseas Paramounteers, there really is a Larry Flynn!

NEWS FROM NEW YORK'S PARAMOUNT BUILDING

.....

WE ARE HAPPY to publish at right the bowling finale pictures which were omitted last month due to pressure of space demands. Already plans are being made for next year's bowling activities, both within the Paramount Pictures Club, and in the various tournaments which spark bowling contests all over New York. We wish the Paramount bowlers much success in both spheres.

International's Paramounteers have been very happy to welcome Patty Powers Crozier in her new capacity as secretary to Executive Vice President James E. Perkins. Patty formerly was secretary for many years to the late beloved Austin C. Keough, Vice President and Paramount Counsel. To mark Patty's new post, a group of her Legal Department co-workers gave her a luncheon at Schrafft's on June 29th. The group comprised Mrs. Martha Vargas, Frances Hecht, Eleanor Lindeberg Terhune, Ann Walsh, Eliana Parisi Cea, Lee Gray, Phyllis Malinofsky, Mrs. Winifred Newing, Dorothy Mannix, Rose Sarfaty, Sara Karp, and of course Patty.

In International's Billing Department we are happy to welcome Irene Kaplan and Mrs. Dana Lavers. The latter replaces Mary Mager, who has retired from business to the domestic world.



There have been screenings of TO CATCH A THIEF around Home Office of late. One was for Cary Grant, personally, and the amount of work done by the gals for the rest of that day can be quite simply left to the imagination. Then Grace Kelly came in for her own screening, and the guys around the office quit work for the day. Imagine what it'll be like when that picture hits the cinemas next month!

The days immediately preceding the sending of this magazine to press saw plenty of happy looks around the peachy coolness of the Paramount Building because of the air-conditioning system. Slightly earlier arrivals and slightly later departures had causes which were not too hard to trace.....Sarah Bassel of International's Statistics enjoyed her recent week's vacation at her home town of Windber, Pennsyl-

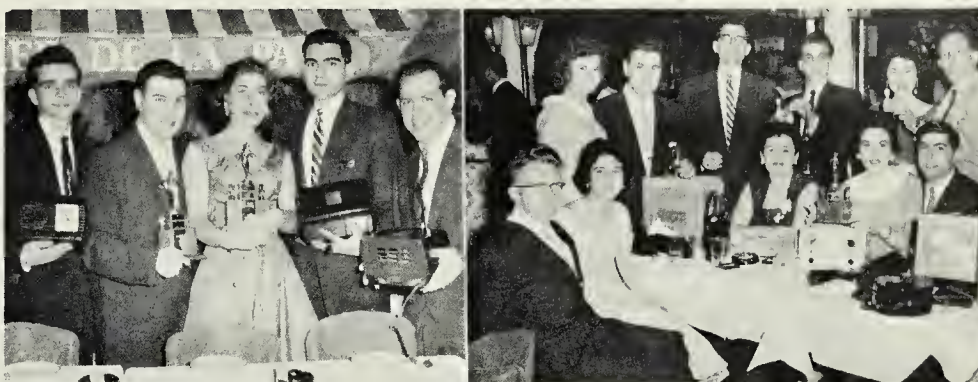
There's a lot of genuine enthusiasm for the policy of the visits by the U. S. branch managers, especially the idea of having them come to Manhattan in pairs. Both visitors and visited are finding 'the other guy' to be a real human being. And the Manhattanites are learning a whale of a lot of national and international geography.

PARAMOUNT BOWLING CHAMPS



THE MARTIN AND LEWIS TEAM (1st Place Winners)

From the left: Frank Pannullo, Marie Imperato, Louis Burlon, Paramount Pictures Club President Charles Hickey, who made the presentations; Marie Arguelles and Bob Gross.



THE BOB HOPE TEAM, at left..(2nd. Place Winners)

Ben Moretsky, Norman Rubin, Sharon Goldman, Bob Morett, Milton Goldstein (subbing for Helen Dumbra). At right is a group shot of Paramount bowlers, not a team. Seated, from left: Bob McKeown, Mary Mager, Marie Imperato, Jo Arguelles, Bob Gross. Standing: Dorothy Scherber, Norman Rubin, Bob Morett, Ben Moretsky, Carol Davidson, Rudy Acarino.

vania.....International's Secretary, J. William Piper, back from a two-week vacation full of vigor and glowing with beaucoup sunshine.

Since becoming Executive Vice President of Paramount International, James E. Perkins has been a tough traveller to keep up with. In addition to a couple of swift trans-Atlantic passages he is now en route to Singapore and the Philippines by way of London. He'll be in the Orient by the time you read this, a part of the world he knows extremely well, having spent a great deal of his Paramount career out there.

Bob Hope, hurling a boomerang as he leaves Sydney, as evidence that he'll return, is carried piggy-back to the Qantas plane by the Navigator, who also happens to be named Bob Hope, and who lives in Beverly Hills, Sydney.



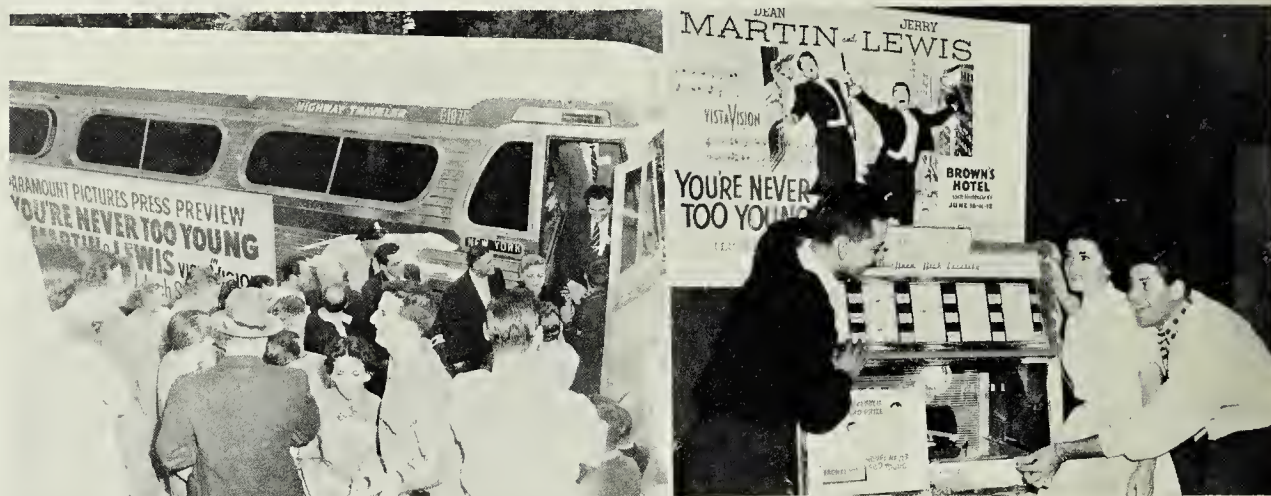
THERE ARE SEVERAL HUNDRED fortunate persons in these United States who stand ready to testify that the greatest comedy-dramatic performance that Jerry Lewis has given to date, or is ever likely to give, was delivered in a big rambling hotel in the Catskill Mountains of New York on the evening of Saturday, June 11th and the early morn of the next day. It was extemporaneous, it was electrifying, it was completely without precedent in show business. Those lucky ones who saw it, or participated in it, wouldn't have missed it for worlds, and certainly will not soon forget it.

Beneficiary under this unparalleled show business highlight was a certain ace comedy in which Paramount has a major stake -- YOU'RE NEVER TOO YOUNG.

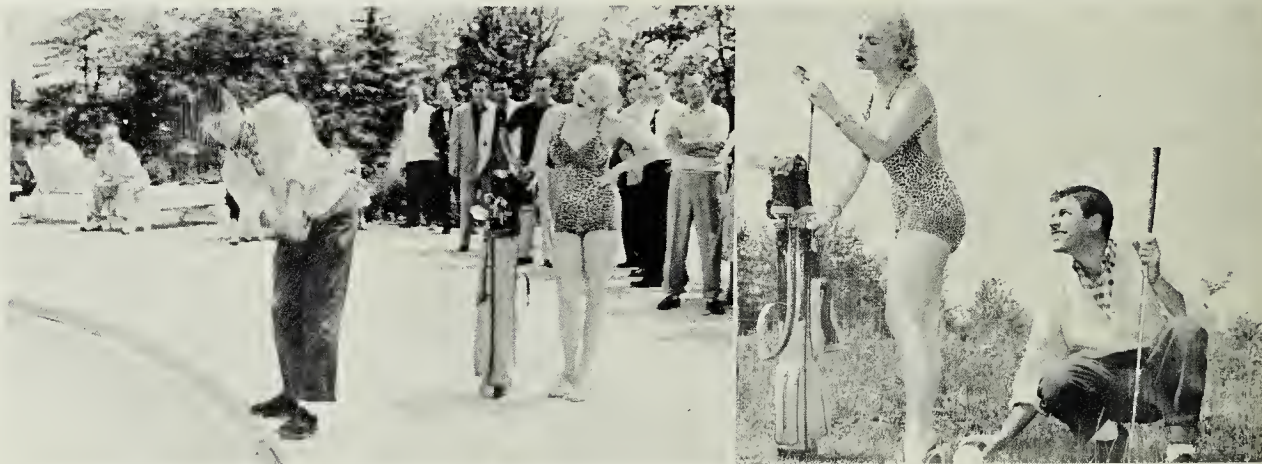
It stars Dean Martin and Jerry Lewis -- and Jerry was on the spot at Brown's Hotel on Loch Sheldrake because it was here that he began his earning career as a bus boy, and it was here that he first showed traces of the inimitable comedy talent that has zoomed him to international fame as comedian, mime, clown and tug-at-the-heart star.

Jerry never missed a single comedy bet. He acted as a bus-boy -- and ate the guests' food. He tripped as a bus-boy with a mess of soiled plates, and became a 'smash' attraction.

JERRY LEWIS SELLS 'YOU'RE NEVER TOO YOUNG' IN ONE-MAN, ALL-NIGHT MUSICAL JAMBOREE IN CATSKILLS



Everybody was young at heart during the entire happy weekend. And in a true showmanship spirit, the word was prominent everywhere that YOU'RE NEVER TOO YOUNG. The title of the Martin and Lewis picture was constantly on hand. On the busses, on the juke-boxes, throughout the lobby and in the great dining hall where good-natured hi-jinks reigned supreme for a full forty-eight hours.



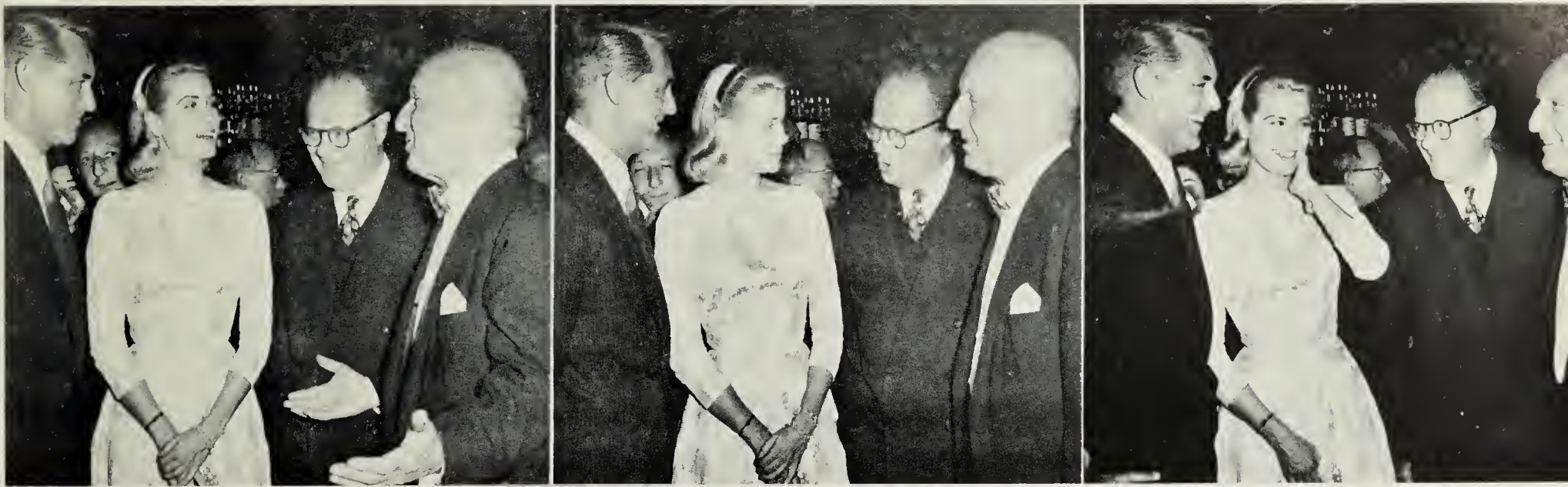
Jerry played plenty of high-powered golf whenever he could drag himself away from the other high-powered shenanigans -- and like all true and tried wielders of mashies and putters, made a specialty of keeping his eye on the ball....And always, of course muttering (the picture's title), YOU'RE NEVER TOO YOUNG. Seldom has a film had such intensified publicity.

As the illustration at left reveals, Jerry Lewis was everywhere, even showing up in the luggage compartment of a bus. Hy Gardner, writing of the event (to which more than 125 national scribes and columnists were taken by Paramount), said in the New York Herald Tribune, in part: "....Jerry gave a golf exhibition on the lobby carpet, ran through the antics of a social director, waited on tables, played with his children, introduced his own

movie, emceed his own night club show." He was focussed somewhere in the centre of better than four hundred Ed Sullivan shots which were quickly snapped up by editors all over the country. He really made his guests suffer quite a bit, dosing them with massive quantities of laughter-provoking situations so that their ribs ached for days. Paramount provided the hotel's social hall with a giant VistaVision screen for the showing of YOU'RE NEVER TOO YOUNG, installed under the direction of Frank La Grande, thus becoming first of the resort area hotels to get the Paramount eye-ease process....All in all, ace showmanship that paid off with massive space.



NEW YORK PIX



At a Harwyn Club cocktail party honoring Grace Kelly and Cary Grant, the co-stars of Alfred Hitchcock's fine, furious and frisky Riviera romance, Paramount President Barney Balaban makes an important international point. It is, in the second shot, added to by George Weltner, in Charge of World-wide Sales and Distribution. In the final Ed Sullivan camera shot it is shared in hearty quadruple fashion.



Paramount President Balaban's daughter, Judy (Mrs. Jay Kanter) compliments Grace Kelly on her wonderful performances in four Paramount Pictures. Locale of the meeting is the Harwyn Club party mentioned above. In centre is Paramount Exploitation Manager Herb Steinberg. AT LEFT. Pat Duggan, Producer of ANYTHING GOES, arrives in New York, this action signalling the completion of this important musical which co-stars Bing Crosby, Donald O'Connor, Jeanmaire and Mitzi Gaynor.



Not too often seen in pictures is the comedian's wife, Mrs. Jerry Lewis. Amiablely 'separating' her from her husband is Russell Holman, Eastern Manager of the Production Department.



A little business mixes with the pleasure of the cocktail party as Miss Kelly learns from Jerome Pickman, at left, and Russell Holman something of the plans for launching TO CATCH A THIEF. World-wide Sales Head George Weltner already knows that this Riviera Romance is going to be one of the most successful box-office films that Paramount has had in years.



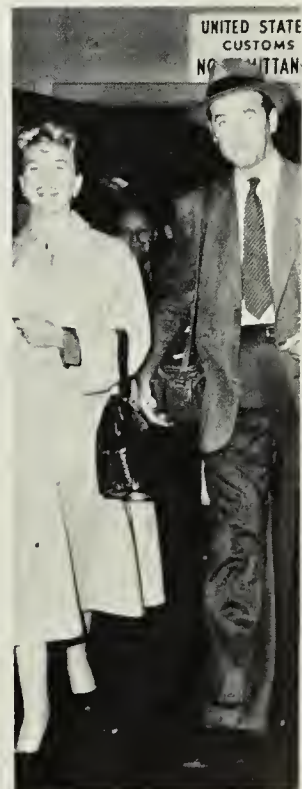
In Paramount's conference room, Melville Shavelson and Jack Rose, of Scribe Productions, producers of Bob Hope's THE SEVEN LITTLE FOYS, meet the trade press and announce that Bob's next Paramount picture will be THE KING OF HEARTS,

Not so long ago we pictured Alfred Hitchcock coming back to New York after making THE TROUBLE WITH HARRY -- and shivering. But not so when he came back from making THE MAN WHO KNEW TOO MUCH



For his fine humanitarian work, particularly in connection with the fight against Muscular Dystrophy, Jerry Lewis receives from Editor Jack Tracy the annual award of Downbeat Magazine, popular music's most popular publication.

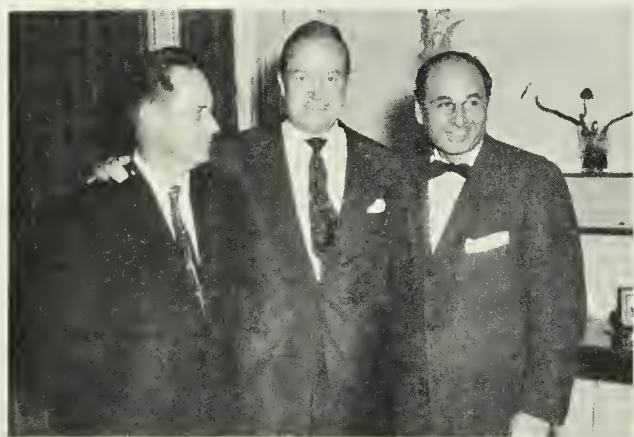
At International Airport, co-stars Doris Day and James Stewart arrive from North Africa and London looking cool, calm and collected after some hectic scenes connected with the making of Alfred Hitchcock's THE MAN WHO KNEW TOO MUCH.But as for Mr. H. -- look across the page at left and see how he managed to bring something of Africa back with him.



U.S. CAMERA WITH PARAMOUNT LENS



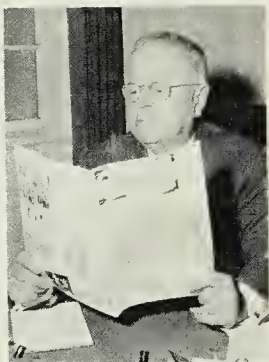
DALLAS, TEXAS - In England they would probably caption this picture "Three Shillings and a Queen." This is because each of the men is named 'Bob' -- Bob Hope, Bob O'Donnell (head of Interstate Theatre Circuit) and Bob Bixler (Paramount Field Representative, Dallas). The 'Queen' is Helen Bixler.



DALLAS, TEXAS - Bob Hope with a couple of great 'guys' with strong Paramount attachments. At left is General John Montgomery, Commander of the 8th Air Force, Headquarters being at Fort Worth's Carswell SAC Base, where many scenes of STRATEGIC AIR COMMAND were filmed. General Montgomery rendered inestimable help in this connection and we are sure must have been well pleased with the result. At right is Ted Weiner, in whose home this scene was shot. Mr. Weiner owns one of the mightiest ranch properties in Texas, and his private plane was at Bob Hope's disposal in his many commitments which tied in THE SEVEN LITTLE FOYS, golf, and benefits for the fight against cerebral palsy.



MILWAUKEE - So enthusiastic was the response here to Paramount's short feature, HIGH SCORE BOWLING, that the Bowling Alley Proprietors screened the picture at their national convention. It was seen by better than 450 alley proprietors. The screening was arranged through the Brunswick-Balke-Collender Company, whose automatic pin spotter is featured in the reel. It seems like a natural procedure to be followed in all centres where bowling is popular --- which just about includes all U.S. centres.



SEATTLE - On May 31st, in the Olympic Hotel here, Paramount's Hugh Owen, in Charge of the Western Section of the United States, was the honored guest at an industry luncheon. The following is a list of those present, and who are shown in the scene above: Fred Mercy, Jr., president, National Theatres, Yakima; Dwight Spracher, independent exhibitor; Maurice Saffle, president, Saffle Theatre Service; Miriam Kinsey, gen. mgr. Lathrop Theatres, Alaska; John Danz, president, and Fred Danz, Gen. Mgr., Sterling Theatres; William Thedford, president, Fred Christie, head booker, Evergreen Theatres; John Hamrick, president, Doug Forbes, city manager, and William Connor, general manager, Hamrick Theatres; Lou Pressler, general manager Forman Theatres; B.F. Shearer, president, George DeWade, head booker and buyer, and Hal Degler, B.F. Shearer and Company; Division Manager H. Neal East; Seattle Branch Manager Henry Haustein, Portland Branch Manager Wayne Thiriot, Seattle Office Manager Charles Rosenmeyer, Portland Office Manager Collyer McDonald, Seattle Salesman John Kent, Seattle-Portland Salesman Walter Lange, Portland Salesman Frank Doty, and Mr. Owen.

HOLLYWOOD - The U.S. camera tells it --- a pair of our most avid readers are: at top - Vice President Y. Frank Freeman, in charge of the studio; and Don Hartman, executive producer.



SEATTLE - Paramanteers or Portland and Seattle at the Hugh Owen Testimonial Luncheon, above. Front, left to right: Wayne Thiriot, Portland Branch Manager; Henry Haustein, Seattle Branch Manager; Walter Lange, Portland Salesman; John Kent, Seattle Salesman. Back: Frank Doty, Portland Salesman; H. Neal East, Pacific Division Manager; Charles Rosemeyer, Seattle Office Manager-Head Booker; Hugh Owen; Collyer MacDonald, Portland Office Manager-Head Booker.



CHARLOTTE "WOMPI" OFFICERS

"WOMPI" is the organization of Women of the Motion Picture Industry, and Charlotte, North Carolina, has one of the finest clubs in the entire country. Shown above, seated, are: Mrs. Rosalind Hutton, Columbia, 2nd. Vice-President; Mrs. Myrtle Parker, Paramount, President; Mrs. Mildred Warren, 20th-Fox, Treasurer. Standing: Mrs. Margaret Baker, Wilby-Kincy, Corresponding Secretary; Mrs. Gladys Hawkins, Wilby-Kincy, 1st. Vice-

President; Mrs. Mildred Hoover, Paramount, Recording Secretary.

Mrs. Parker is Secretary to Branch Manager Al Duren, and Mrs. Hoover is Branch Cashier. Other Paramount girls who are members of this Club are: Mrs. Eleanor Helms, Miss Patsy Griffin, Mrs. Jerry Wisdom, Miss Starr Carriker, Mrs. Ann Rivenbark, Miss Sara Morgan, Mrs. Lottie Short and Mrs. Stella Lavandar.

The Charlotte WOMPI Club received its charter from the national headquarters at a banquet in the Hotel Charlotte on May 24th, when the above picture was taken. The Charlotte Club is the seventh to be formed in the nation and has already completed one charity program and is now engaged in another.

Very fine work, girls! We hope that a great many other cities following your glowing example.

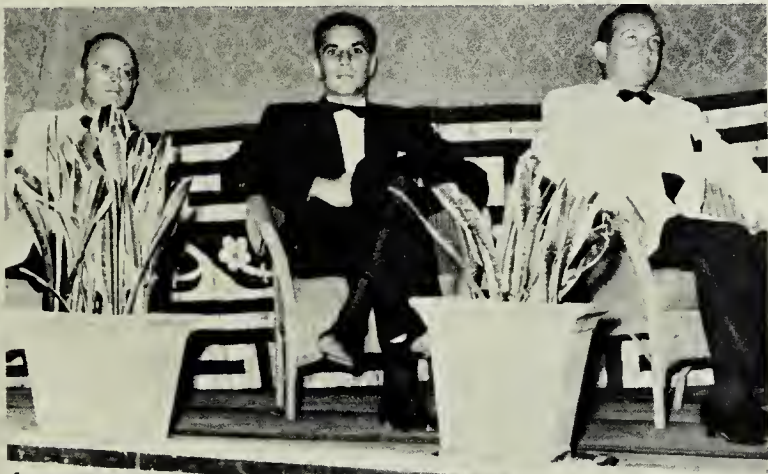
CAMERA HIGHLIGHTS... LATIN AMERICAN SCENE



HAVANA, CUBA - This group of persons present in the Paramount projection room represent the Catholic Orientation Center which in itself is part of the Catholic Youth Movement. The group assembled for a screening of Bing Crosby's fine human interest drama, *LITTLE BOY LOST*. Manager R.A. Pratchett reports that the audience "enjoyed the picture immensely and will recommend it to the Church and church people."



PANAMA - The Lux Theatre, thanks to expert bill-posting around the city, and particularly at the entrance to the racetrack, scored "the highest gross achieved by any picture this year in this theatre." And the picture? None other than the dependable and exciting *REAR WINDOW*.



PORT OF SPAIN, TRINIDAD, B.W.I. - These three film representatives are - H. Donald Hunter, Paramount; Larry Kornblith, Columbia; and William Korenbrot, United Artists. They are honor guests on the stage of the De Luxe Theatre for the very interesting reason that Trinidad decided to stage its own Academy Award presentations in the wake of the Hollywood function, and to present replicas of the Oscars to the representatives of the Academy-winning companies. Presentations duly took place before an important and influential local audience and the event received excellent press coverage, all of which in turn was focussed upon such pictures as *COUNTRY GIRL* and the other films involved.

A GLOWING CABLE FROM MEXICO CITY

"REAR WINDOW" BREAKS CHAPULTEPEC THEATRE RECORD BY 28 PERCENT FIRST WEEK. FIVE DAYS OF SECOND WEEK ONLY FOUR PERCENT UNDER SAME PERIOD FIRST WEEK. MEXICO ESTIMATE BEING UPPED BY 60 PERCENT.

- PRATCHETT



LIMA, PERU - The 'T' at the beginning of the Tacna Theatre name is fast beginning to stand for Triumph also. Latest example is *THE COUNTRY GIRL* (which also premiered day-and-date at the Azul Theatre.) Shown above are, left, one of the very fine advance announcements of the picture's coming; and, right, a typical Tacna queue, which stretched far beyond the limits of the camera's lens. In reporting the amazing success of the picture, Manager Lennart Bjorck said:

"...The comments in the local newspapers have been extraordinary and the critics seem to have difficulties in deciding which one of the three top actors they prefer. I hardly remember any picture receiving so many favorable comments in the press and on the radio as *THE COUNTRY GIRL*....The picture is naturally in for a long run in Paramount's Tacna Theatre."



HOLLYWOOD - Jaime Jacobson, eminent Argentine journalist and radio commentator, was a recent studio visitor. He is seen at top on the *TEN COMMANDMENTS* set with Assistant Producer Henry Wilcoxon, left, and star Anne Baxter. Below he is photographed with Shirley MacLaine, star of *THE TROUBLE WITH HARRY* and the Martin and Lewis comedy, *ARTISTS AND MODELS*.



.....and here, also a visitor to the *TEN COMMANDMENTS* set in Hollywood, is Diego Lujan, Chief of the Editorial Staff of *El Pais*, Montevideo, Uruguay. As always, Producer-Director DeMille is deeply interested in visitors from all parts of the world.



MEXICO CITY - A very fine barrage of publicity helped launch *LEGEND OF THE INCAS* at the Mexico Theatre. Here is one of the superbly executed lobby displays which attracted much attention.



SANTIAGO, CHILE - Even after many weeks, the picturegoers of Santiago are still talking about the warmth and joy of *SABRINA*, one of the happiest pictures ever released there. (Wait until they see *THE SEVEN LITTLE FOYS*). One contributing factor in the success of the Billy Wilder-Audrey Hepburn-Bill Holden-Humphrey Bogart picture was the use of 24-sheet posters, one of which is shown on the front of an office building at the corner of Huerfanos and Estado Streets - a little the worse for rain, but an audience-attractor just the same.

REAR WINDOW has been an enormous success at the Tacna Theatre in Lima, Peru. A major contributor to this success has been Tacna Manager Carlos Linderman. We will have pictures and full story in next month's issue.



Down Sydney's Castlereagh Street, which had been closed to all other traffic, came the Scots band (Scotch being Bing's favorite color). Then in the lower scene is the throng through which Prince Edward General Manager Mel Lawton (centre) had to escort Bob in order that the star of THE SEVEN LITTLE FOYS could make the entrance shown at top right.



When Bob was flying to Australia during the war (1943), he crash landed at Laurieton, about 150 miles north of Sydney. He has never forgotten Laurieton, and Laurieton proved it has never forgotten Hope. A delegation of Laurieton residents was on hand in Sydney to welcome the star, and to cheer THE SEVEN LITTLE FOYS.

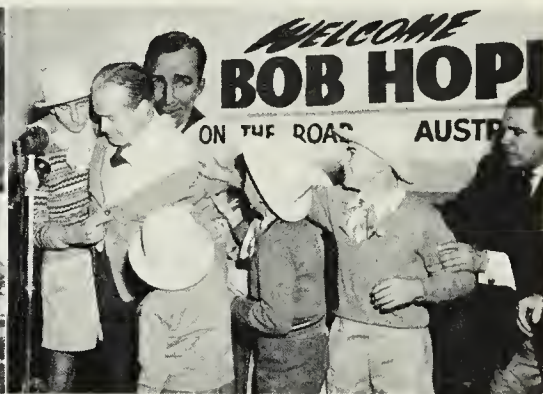
SYDNEY - At the American Consul General's reception for Bob Hope. At left, Mr. and Mrs. C. V. Hake. In centre, Mrs. D. Smith, wife of the Consul General. At right, Mrs. Dekyvere, Chairman of the Committee of the gala preview of THE SEVEN LITTLE FOYS at the Prince Edward Theatre.



One of Bob Hope's major success secrets is an ability to uncork the average person's desire to laugh openly. He did this with uncanny effectiveness at the Sydney Prince Edward Theatre, where he previewed THE SEVEN LITTLE FOYS with a humanness that Australian audiences had never seen demonstrated by anyone before this occasion.



SYDNEY - At the reception following the SEVEN LITTLE FOYS preview, Bob gets the very latest news from an old friend, The Hon. Leon S. Snider, MLC, Member of the Upper House of Parliament, and head of the Snider and Dean film theatre circuit.



A couple of days before, this is how Bob had landed in 'Sunny' Australia; but minutes after this downpour scene, in the airport building, a flock of local 'Foy' children seriously started to take him apart — a stunt which gathered fine coverage in the local press. The Bing Crosby poster in the background provides a good theme should there ever be another 'Road' film.



SYDNEY - Bob was nothing if not souvenir-laden as he departed from Kingsford Smith Airport in Sydney.



SYDNEY - One of the many groups au'voir-ing Bob Hope at Sydney Airport comprised: Bob, George M. Nacard, Frank Deane, Herman Flynn, William Tinkler (Greater Union Theatres), Ed Schellhorn (who of course returned with Bob), E.F. 'Ted' Lane (Greater Union) and Paramount Managing Director C.V. Hake.

THE BOB HOPE SPECIAL As a special tribute to the star for the fine work he had done in Australia, the QANTAS plane which bore him back to the United States was designated 'The Bob Hope Special,' and all menus and navigation notices inscribed accordingly. (And the Navigator's name actually was Bob Hope, and he lived in Beverly Hills, Sydney).

PARAMOUNT CAMERA ON THE CONTINENTAL SCENE



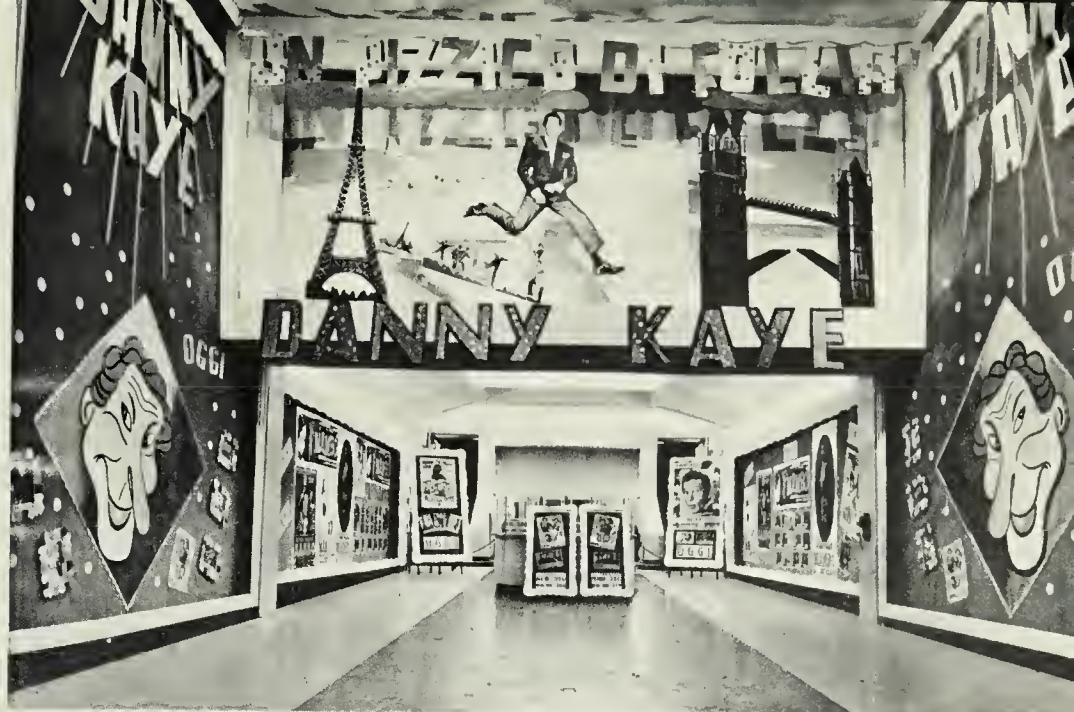
HOLLYWOOD - One director whom Paul Flodin was particularly interested in meeting was Michael Curtiz. Paramount's general manager in Sweden wanted particularly to compliment 'Mike' on the wonderful footage he had already seen from *TOO LATE, MY LOVE*, and to assure Mr. Curtiz that the Paramounters of the Scandinavian countries would be very solidly back of this highly important picture. In the scene at right, Mr. and Mrs. Flodin hear glowing impressions of Cecil B. DeMille's direction of *THE TEN COMMANDMENTS* from Anne Baxter, one of the mighty film's many talented stars.



PARIS - Another typically wonderful French Paramount campaign was engineered by Jack Plunkett, Odette Ferry and their co-workers for *FENÊTRE SUR COUR* ("Rear Window") in its multi-theatre Paris release. At left above is front of the Palais Rochechouart, which of course employed the internationally popular brick-front theme. At right is one of a host of window displays. Record and camera stores were the most favored in these displays, and all of course employed the brick-front theme as well. A notable piece of magazine publicity was the appearance of an issue of the magazine *Cahiers du Cinéma* #39, with every one of its 64 pages devoted to Alfred Hitchcock and his great parade of box office successes - to which of course *REAR WINDOW* was the climax.



COPENHAGEN - Jean Herholt with the Paramounters of the land of his birth. Seated in front with him is Manager S.A. Henriksen. Reading from the left are: Mr. A. Kristensen, Mr. Jarn Olsen, Mr. K. Lund, Pr. O. Jeqqesen, Miss W. Jerngaard, Miss C. Pedersen, Mr. E. Schou, Miss N. Hansen, Mrs. R. Hjaemlhof, Mrs. E. Skeel, Mrs. F. Justesen, Mrs. G. Engelsen, Mr. Sparre Petersen.



GENOA, ITALY - Here indeed is a lobby to thrill over. It's the lobby of the Universale Theatre, and most of the eye-catching display is for Danny Kaye's *KNOCK ON WOOD*. Farther inside the lobby (which seems large enough to turn into another cinema), is to be found a display for the highly successful *MAMBO*.



HOLLYWOOD - On the set of *ANYTHING GOES* Bing Crosby shows some of the technique of production to Werner Baecker, Editor of *Echo des Tages* (Daily Echo) a daily radio broadcast over North West German Radio (NWDR) Hamburg, Germany.

Superb billboard for *COUNTRY GIRL*, Nurnberg, Germany.

Paramount Pictures CONVENTION 1955 · FRANKFURT · BERLIN



FRANKFURT, GERMANY - At the first of a series of four regional conventions in Germany, General Manager Rudolf Jellinek congratulates Berlin Branch Manager Meyer, at left, on having won first place in the play-dates contest.



"WE'RE NO ANGELS" TO BE BIGGEST EUROPEAN HIT OF THE 1955-56 SEASON.....

Such was the information contained in the following letter from Continental General Manager John B. Nathan to James E. Perkins, Executive Vice President of Paramount International:

"I just wrote the (Continental) field about the wonderful reactions we have had here in Paris to our tradeshow, which just finished today. All the pictures were terrifically received, but outstandingly so was WE'RE NO ANGELS, which was screened yesterday. The reaction was marvellous, in fact I do not remember such a continued spontaneous audience reaction to any of our pictures in a long while. There was great applause at the end.

"I already wrote to George Weltner when we first screened *WE'RE NO ANGELS*, telling him of our enthusiasm for the picture. There is no doubt in my mind that this is going to be our biggest hit of this season. Already, the first run exhibitors in Paris figuratively have their tongues hanging out for this picture, and Henri Klarsfeld has promised me to work out the best first-run release setup we have ever had.

"I thought that George and yourself would like to hear this good news."

O PRODUTO DA PARAMOUNT MANTÉM A SUPREMACIA DA INDÚSTRIA. OUTRAS NOTAS

O êxito que os filmes da Paramount têm obtido em todo o mundo, nos últimos meses, continua num alto e sonoro diapásio. "Comandos do Ar", por exemplo, está provando ser nos Estados Unidos um campeão dos campeões, estabelecendo récores onde quer que tenha sido exibido. "Sabrina" continua a colher laureis e merecer prêmios e encômios em muitos países -- e ainda conquistando o melhor dos galardões: a satisfação dos exibidores, o que significa também satisfação do público. O "Um Coringa e 7 Ases" já fez grande sucesso em exibição especial realizada em Sydney, Austrália. E quando esta notícia estiver sob os olhos do leitor, já outros êxitos estarão reafirmando a verdade desta epígrafe.

A escolha de James E. Perkins para o posto de Vice-presidente executivo da Paramount International Films foi motivo de uma aluvião de telegramas congratatórios de todas as par-



tes do mundo. Algumas dessas mensagens (inclusive uma espirituosa, vinda de Bob Hope, na Austrália), vão em devido lugar nesta edição. Muitos dos paramounteses terão oportunidade, este ano, de cumprimentar Mr. Perkins pessoalmente, pois no seu programa de trabalhos estão projetadas muitas viagens. ### Produzida pela Michael Curtiz Film -- a fita "Too Late, My Love" está em andamento e constitui uma das mais importantes realizações já tentadas pela Paramount. Carol Ohmart é a estréla da fita e sobre quem se dirigem as atenções dos técnicos; e um jovem artista -- Tom Tryon -- é tido como um vital elemento nêsse experimento para lavar aos públicos do mundo novos tipos de intérpretes de marcantes personalidades. Todos os paramountistas no estrangeiros são concitados a dar todo o seu apoio a êste projeto, pois o seu êxito contribuirá para o prestígio da têla e progresso da nossa marca. Podemos adiantar ainda que em sua visita a Hollywood, Paul Flodin, gerente da Paramount na Suécia, e Boris Jankolovics, gerente na Bélgica, foram apresentados a Miss Ohmart, Mr. Curtiz e Mr. Tryon, tendo deles ótima impressão, como dos pedaços do filme citado e em que eles trabalham. E garantiram dar todo o apoio a "Too Late, My Love".

PORTRAIT OF CAROL OHMART



At left is the gathering in the Paramount Studio as the photograph above -- largest poster photograph ever made, was unveiled by Carol herself on June 3rd. Billboard is on the exterior of the Commissary as thus is seen by every person in the studio, staff and visitors alike. This is but one of hundreds of showmanship activities in the launching of Carol Ohmart as a Paramount star of international significance.

Já apreciamos na têla aquela pequena produção, em VistaVision, denominada "Havaí" e podemos garantir que esta é a revista mais bonita, emocionante e surpreendente já captada pela VistaVision. Todos êstes filmes de viagem, são mais do que "complementos" e merecem todo o apoio da organização. ### Ainda êste mês poderemos dar umas notas especiais sobre a estréia em Londres do filme de Danny Kaye "Semeando



LISBON, PORTUGAL -- A strategically placed 24-sheet in the Marques de Pombal announces the coming of the Martin and Lewis comedy, 3 RING CIRCUS to the Monumental Cinema. It proved to be a great success.

Sorrisos entre os Pequenininhos". O filme foi apresentado em "preview" a uma audiência estrangeira muito seleta, e foi considerado por ela, como pela imprensa inglesa, um símbolo do mais alto humanitarismo, que honra a indústria cinematográfica por ter patrocinado tão excelente causa.

Mr. Weltnertem em vista um programa, de visitar todas as agências nacionais da Paramount, e presentemente já visitou dez. Teve êle assim a oportunidade de ver, em primeira mão, que foi ótima a impressão causada em toda a organização pelos efeitos da recente reunião havia em Hollywood sobre a diretriz da nossa nova produção.

James Stewart, Doris Day e o diretor Alfred Hitchcock estão de regresso depois de uma tomada de cenas especiais em Marrocos e Londres, em relação ao seu filme "The Man Who Knew Too Much". É evidente que temos outro sucesso devido a Hitchcock, pelo que aqui deixamos nossos agradecimentos.

Em conclusão, não se esqueçam absolutamente de que todas as novas fitas Paramount são em VistaVision.

PARAMOUNT LENS ON THE BRITISH SCENE

TO-DAYS CINEMA
SOUTHERN SERVICE
British Paramount News

TO-DAYS CINEMA
SOUTHERN SERVICE
British Paramount News

TO-DAYS CINEMA
SOUTHERN SERVICE
British Paramount News

THE MAGNIFICENT SEVENS
THE COURT JESTER
THE SEVEN LITTLE FOYS
YOU'RE NEVER TOO YOUNG
THE FIDDLER WITH WHISKY
THE GIRL FROM SWANSEA
THE TIGER'S TAIL
THE TIGER'S TAIL
THE TIGER'S TAIL

PARAMOUNT and VISTAVISION for ENTERTAINMENT!

THE MAGNIFICENT SEVENS
THE COURT JESTER
THE SEVEN LITTLE FOYS
YOU'RE NEVER TOO YOUNG
THE FIDDLER WITH WHISKY
THE GIRL FROM SWANSEA
THE TIGER'S TAIL
THE TIGER'S TAIL
THE TIGER'S TAIL

When Humphrey Bogart says "We're No Angels" YOU'LL LAUGH LIKE THE DEVIL!

PARAMOUNT + VISTAVISION
FOR ENTERTAINMENT AT ITS BOX OFFICE BEST

THE SEVEN LITTLE FOYS
THE SEVEN LITTLE FOYS
THE SEVEN LITTLE FOYS
THE SEVEN LITTLE FOYS
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HOLLYWOOD - John Marshall, in the film capital to do a series of articles for the Evening News of London, confers with Cecil B. DeMille on **TEN COMMANDMENTS facts.**



The trade-paper advertisements originating in Paramount headquarters in London are fast becoming industry institutions... Here are some of a vast array of eligibles,

and all contain much originality as well as fit and proper emphasis on such things as continuity of wonderful product, vitality of Vistavision - and the Trade Mark.



LONDON - Executive luncheon marking the appointment of F. E. Hutchinson as the new managing director of Paramount Film Service in the United Kingdom. Reading from

left: M. Gayton, D. Grimes, F. E. Hutchinson, J. E. Perkins, R. Mealand, J. E. Wright, D. E. Gilpin, D. Abbey, H. Baillie, D. Peverett, T. C. Reddin, O. Croft, H. Corne, A. Lawrence.



During a crowded session in the British capital Don Hartman, executive producer, met the trade press. (He is with Bernard Charman, editor of Daily Film Renter, above at right), was conferred with Paramount executives, and on location, top left, with Director Alfred Hitchcock and Star James Stewart of **THE MAN WHO KNEW TOO MUCH.**



LONDON - At the Variety Club luncheon at the Dorchester Hotel, internationally renowned ballerina Margot Fonteyn finds herself held simultaneously by the arm of



Danny Kaye and the conversation of Don Hartman. In the group above are: Richard Mealand, Mrs. James E. Perkins, Mrs. Mealand, Don Hartman and Mrs. T. C. Reddin.



A gay group at a recent Paramount gathering in London connected with the advance plans for such big forthcoming productions as **STRATEGIC AIR COMMAND.** Reading from left: Mrs. H. S. Baillie, wife of Manager of Olympic Laboratories; Press Contact Peter Barnes; Ad. Sales Manager R. Coulson; Theatre Publicist Jack Upfold; Linda Salzberger, visiting on vacation from Paramount International head office, New York; Advertising and Theatre Manager Tony Reddin; Publicist L. Pounds; Asst. Pub. Mgr. Frank Ellis; Publicity Director's Secretary Miss B. Howard; Exploiteer L. Glenny.



LONDON - At the Variety Club's luncheon Danny Kaye exhibits the cheque for One Hundred and Twenty-two Thousand Pounds, the amount raised for UNICEF by the various organizations in Great Britain representing this very worth while endeavor. (It was for UNICEF that Paramount and Danny Kaye made "ASSIGNMENT CHILDREN").

LONDON - Doris Day, co-star with James Stewart in Alfred Hitchcock's production of **THE MAN WHO KNEW TOO MUCH,** scored a conspicuous success with her cooperativeness everywhere throughout her stay abroad, and particularly in Great Britain. Here she is personally greeting one of her greatest admirers, Margaret Hetherington, a young crippled girl who travelled 300 miles to see her idol.



PARAMOUNT FAR EAST HAPPENINGS PICTURED

27



OMBAY - The ever-popular Eros Cinema went for the brickfront, apartment-house showman-ship idea for REAR WINDOW in a big way, and the patron roll-up at the box-office proved the wisdom of the stunt. To quote Paramount's Acting General Manager A.S.Clug: "REAR WINDOW had a very successful engagement and received rave notices from all newspapers. Its business was far ahead of that done by any picture of its type."



HONGKONG - (This Colony is almost beginning to own this page). But here we offer belated tribute to the manner in which the local cinemas, particularly the King's, observed Paramount's successful participation in the Academy Awards. This included very extensive coverage in local newspapers and magazines, plus the kind of Trademark-surmounted displays in theatre lobbies.



HOLLYWOOD - A very popular and informative studio visitor - and one who always seems to time his visits with Cecil B. DeMille productions - is Mahmud Shafiqat, First Secretary to the Pakistan Embassy in Washington. He is seen here talking with Mr. DeMille on the set of THE TEN COMMANDMENTS. With them is Hassan Khayyam, a Pakistanian from Los Angeles.

【本報特約】美國著名導演威廉·威爾遜昨日抵港，隨即與參政院、新聞界、影壇、及電檢等各界人士會晤。據悉：威爾遜氏此次來港，係受派與香港政府商討有關電影放映之各項問題。威氏在會晤中，曾向各方人士介紹其最新攝製之巨片「禁船風雲」之內容，並表示該片將於近日內在香港各大戲院公映。威氏並表示，該片之成功，將為其日後之創作提供極大之靈感。威氏之來港，引起香港影壇之極大興趣，各界人士均踴躍前往會晤，以瞭解該片之詳情。

禁船風雲
雲塢映

了港離導位這

Sing Pao Daily News Tuesday May 3, 1955.

HONGKONG - At top is one of many representative newspaper stories covering the recent arrival in this Colony of one of Paramount's top motion picture directors - William Wyler.



....Here is the actual Hongkong arrival. Mr. and Mrs. Wyler in centre; Paramount Manager Moh at left; Mr. Eric Kwok at right.

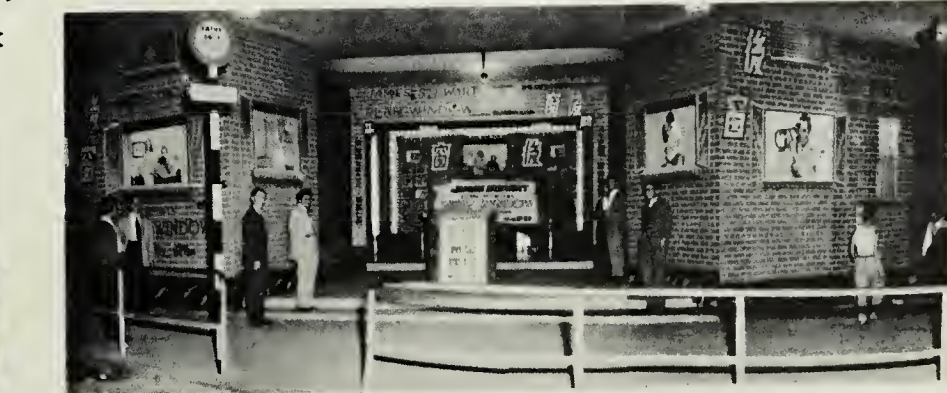


MANILA - The Avenue Theatre's presentation of the exotic Paramount Italian production, MAMBO, had a lot of attention focussed on Silvana Mangano, as the above giant cutouts indicate.....

....But Paramount's Ric Javier also stirred up a massive Manila interest in learning the Mambo. A demonstration of the Latin American dance was set up in the Avenue's lobby. A lot of local dance establishments advertised Mambo lessons via displays in shop windows; and mambo music was aired frequently over local radio stations.



HONGKONG - One of three major theatres in this Crown Colony playing REAR WINDOW - the Princess - went for the apartment-house theatre-front idea in a very big way, and the astounding gross business justified the showmanship initiative a hundredfold. Paramount Manager H. S. Moh forwarded photographs in both black-and-white and color of the striking brick-red display that was a virtual sensation in Hongkong, especially since the scenes in the top of the display were constantly being changed.



HONGKONG - With the surging crowd of patrons at the Princess cleared for a moment (and the House Full sign put into focus), here is a good shot showing the transformed front of the house. Nothing like this had ever been done in Hongkong before. (Paramount Manager Moh is in dark suit, third from the left).



LA PRODUZIONE PARAMOUNT MANTIENE LA SUA POSIZIONE DI SUPREMAZIA IN SENO ALL'INDUSTRIA

La marcia trionfale degli scorsi mesi del prodotto Paramount nel mondo intero continua ininterrotta a passi accelerati. STRATEGIC AIR COMMAND dimostra d'essere negli Stati Uniti un vero Campione dei Campioni e fa cifre favolose dovunque esca. SABRINA sta riscuotendo altri allori e premi

JEROME PICKMAN IN ITALY

As we go to press, Jerome Pickman, vice president of Paramount Film Distributing Corp., in charge of Advertising, Publicity and Exploitation, is in Italy to observe the beginning of filming of WAR AND PEACE.

in diversi paesi del mondo, oltre a quello che è il premio più lusinghiero ed ambito, cioè la piena soddisfazione degli esercenti e del pubblico ogni volta che viene proiettato. THE SEVEN LITTLE FOYS ha avuto un'accoglienza strepitosa nella sua eccezionale "prima" mondiale a Sidney in Australia e quando leggerete queste colonne avrà già avuto incassi splendidi sia a Hollywood che a New York. . . La nomina di James E. Perkins a Vice Presidente delegato all'amministrazione della Paramount International Films è stata seguita da una valanga di fe-

"LIVING IT UP" -- ROME STYLE



TOP AND BELOW - Several so-called radioactive automobiles were placed at strategic spots around Rome by Exploitation Director Vieri Niccoli in the express interests of the Martin and Lewis picture, LIVING IT UP. As will be noted, the cars were illuminated by night so as to get an around-the-clock barrage of attention. The Italian Paramount organization's current issue of their sprightly and punchy publication, Giornale Paramount, likewise devoted plenty of attention to this comedy.



licitazioni giunte da tutti gli angoli della terra, alcune delle quali inclu-



A Svelte Sphinx
in Malibu Sands



LIFE RINGS OUT THE CAROL APPEAL

Depicted here is a picture story of Carol Ohmart spread across four pages of Life Magazine. That's the kind of editorial interest the SCARLET HOUR girl is already stirring up.

se quelle di Bob Hope e Sidney trovano rete pubblicate nel presente numero. Molti dei nostri paramountisti avranno del resto occasione di congratularsi personalmente con Mr. Perkins nel corso dell'anno dato che egli si propone d'intraprendere degli estesi viaggi all'estero. . . Il film di Michael Curtiz TOO LATE, MY LOVE è in corso di produzione negli studi della Paramount e di esso già si dice che sarà una vera rivelazione di astri cinematografici, come non se ne vedeva da un pezzo. Vi partecipano la brava e bella Carol Ohmart che sta attirando ogni giorno più l'attenzione di tutti, un giovane di grande avvenire che si chiama Tom Tryon e la cui apparizione nel firmamento hollywoodiano conferma l'intendimento della nostra Casa di presentare agli appassionati di cinema in tutto il mondo visi nuovi e nuove interessanti personalità. A questo proposito vogliamo anzi contare sul vostro appoggio a questa iniziativa che caratterizza il progresso non solo della nostra Casa ma della nostra industria in genere. A puro titolo d'informazione aggiungeremo che entrambi i nostri direttori generali di Svezia e del Belgio, Paul Flodin e Boris Jankovics, hanno avuto recentemente occasione di conoscere personalmente a Hollywood Miss Ohmart, il regista Curtiz nonché l'attore Tryon, ed hanno altresì visto parte del film che era allora in lavorazione, e non hanno potuto fare a meno di esprimere il loro grande entusiasmo per questa pellicola. . . Abbiamo visionato il film a due rulli VISTAVISION VISITS HAWAII e possiamo assicurarvi che questo documentario di viaggi è il più riuscito e interessante della nostra serie in VistaVision. Date pure a questo tipo di film realizzati in VistaVision tutta l'importanza che essi meritano giacché, fatti veramente bene come sono, essi contribuiscono notevolmente al sempre maggiore prestigio della nostra Marca. . . Siamo oggi in grado di offrirvi gli splendidi dettagli della prima del film di Danny Kaye, ASSIGNMENT CHILDREN, a Londra. La pellicola fu presentata in grande stile dinanzi alla più eletta schiera di pubblico internazionale che si sia mai riunita in un teatro ed è stata esaltata dalla stampa britannica come il simbolo di uno dei più begli atti umanitari compiuti da anni dall'industria cinematografica. . . Mr. Veltner che ha in programma una sua visita a tutte le Agenzie della Paramount negli Stati Uniti ne ha già girate dieci. In tale occasione ha potuto rendersi conto di persona dell'ottima impressione fatta a tutti i paramountisti con cui è venuto in contatto dalle recenti riunioni di Hollywood. . . James Stewart, Doris Day nonché il regista

Continued on Page 37

BOB HOPE DOMINATES AUSTRALIAN PIXNEWS



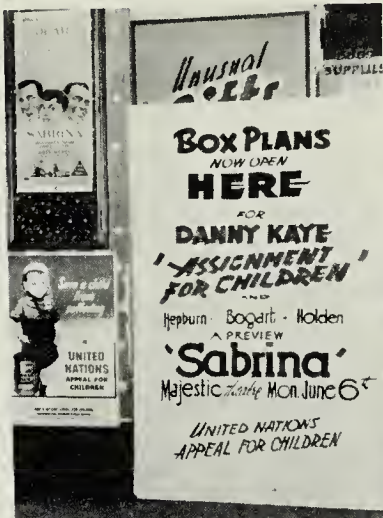
SYDNEY - Bob Hope met Paramounteers in all of the Australian cities he visited. Here he is with James A. Sixsmith, right, Secretary-Treasurer of the Australian organization. At left is Mrs. Leddy, one of the guests at the reception following the previewing of THE SEVEN LITTLE FOYS at the Prince Edward.



BRISBANE - And here he is with Queensland Branch Manager Gordon Brookes, at left, and Wintergarden Theatre Manager Harry Greaves -- and of course some samples of what Queensland makes best.



MELBOURNE - Here he shares a joke with Paramount Branch Manager Bert Kelly at the Civic Reception held in the Town Hall.



ADELAIDE - Australian premiere of ASSIGNMENT CHILDREN was held at the Majestic Theatre in connection with a special screening of SABRINA. As a result, a sum of more than Two Thousand Pounds was handed to the United Nations for UNICEF.



Prominent in attendance at the Adelaide showing of ASSIGNMENT CHILDREN were: The Right Honorable the Lord Mayor of Adelaide, Mr. J. S. Philps; Mr. H.D. Winterbottom, Chairman, UNAC Fund, S.A.; Charles Arnold, Majestic Theatre Manager; The Lady Mayor, Mrs. Philps.



MELBOURNE - The Russell Street sign which invites tens of thousands of Melbournites daily to be cinematically entertained at Paramount's Kings.



HOLLYWOOD - Mrs. Robert J. Kerridge, wife of the foremost New Zealand exhibitor, and their daughter, Vanessa, on the set of THE TEN COMMANDMENTS, getting the latest news on the picture from Vincent Price, member of the picture's top-flight roster of stars.



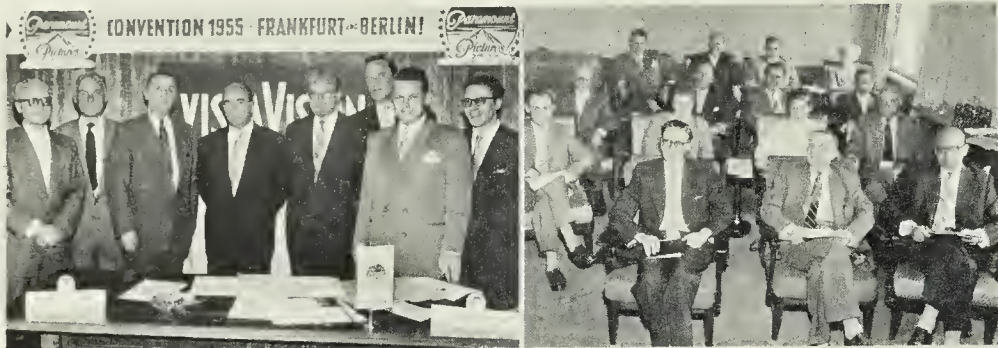
SYDNEY - Bob Hope with the Paramounteers of the Australian Head Office. Reading from the left: John Wright, Emmy Murray, Keith Cully, Sybel Lowe, Max Allan, Fay Hardie, Mavis Macmullen, Dawn Badram, Irene Talbot, Joan Grinham, Bob Hope, Barbara Dillon, Jean Drage, Lorraine Kennedy, Jean Guye, Shirley Howe, Beverly Pearson, Len Jones, Clare Beer, Ron Bailly, Roslyn Bull, Dorothy Cuthbert, Frank Deane, Nola Hoadley, Ian Rankin, Arthur W. L. Naylor. AT TOP: Bob with the very important film inspectresses: Ruby Wilson, Noeline Marsh, Enid Treuer, Irene Lindley, Bernice McDonald, Dorothy Matheson, Valda Pfahl.



SYDNEY - This time Bob is ringed around with members of the Sydney branch office staff. From the left: Bob Cox, Bruce Callard, Irene Hankalday, Wayne Richards, Charley Donaghey, Neil Small, John Winterton, Robin Thomsen, Annette Vinson, Ray Harris, Alice Gibson, Marie Regan, Shirley Falls, Heather Harrow, Mary Walker, Gladys Gamble, Cleo Andrews, Terry O'Connor, Jan McKinley, Bob, Barry Uptin, Jack Tauchert, George Lawrence.

AUSSIE FLASHES - At the Melbourne King's, CONQUEST OF SPACE has drawn very favorable reviews, and fine business. It is paired in release with a revival of ROAD TO MOROCCO....Combination of ELEPHANT WALK and ASSIGNMENT CHILDREN smashed all records at the Majestic, Adelaide.

PARAMOUNTEERS OF GERMANY HOLD INSPIRING CONVENTION



FRANKFURT - The Paramount organization of Germany recently concluded a most successful series of regional conventions under the skilled guidance of Rudolf Jellinek, General Manager for Germany. (Mr. Jellinek recorded his 30th anniversary with Paramount during the meetings). Shown here is the meeting incorporating the Frankfurt and Berlin Branches. At left are: Mr. Schenk, Publicity Director; Berlin Branch Manager Heyer; Sales Manager Lichtscheindl; General Manager Jellinek; Chief of Administration Stabins; Frankfurt Branch Manager Himmel; Technical Manager Roth; Mr. Metka, Chief, Sales Control. At right in front are: Messrs Metka, Lichtscheindl, Stabins. In second row: Mr. Schack, Publicity Assistant, Miss Göring, Typist; Miss Prange, Booker; Berlin Branch Manager Heyer. 3rd Row: Mr. Schenk; Mr. Himmel; Salesman Wanja; Salesman Schoof. 4th Row: Mr. Roth; Salesman Rakete; Second Booker Ingelewitsch; First Booker Mrs. Dahl.



DÜSSELDORF - In the scene at left, General Manager Jellinek is congratulating Branch Manager Mrs. Werners, while Messrs Schenk, Lichtscheindl and Roth look on. In the business session group, from left: Salesman Beck; First Booker Mrs. Fussbahn; Salesman Bock; Salesman Plückebaum; Düsseldorf Publicity Manager Heilbrun; Miss Hertel, Branch Manager's Secretary; Accountant Hess; Booker Krins; Salesman Tscherpe; Mrs. Werners.



MÜNCHEN - At right, with Messrs Roth, Jellinek, Lichtscheindl and Schenk is Branch Manager Benninger, second from left. In the group, from left: Branch Manager's Secretary Miss Schippers; Second Booker Miss Löhnert; Salesman Wilhelm; First Booker Mrs. Klasing; Mr. Benninger; Salesman Wiest; Salesman Günzl; Accountant Nonne.



HAMBURG - At right, with Messrs Roth, Lichtscheindl, Jellinek and Schenk, is Branch Manager Kobosil, second from right. In the group, from left: Mr. Kobosil, Salesman Mathiessen, Salesman Wessel, Second Booker Schmidt, First Booker Mrs. Rupp, Miss Schmidt, Typist; Salesman Werner, Accountant Texner, Mrs. Lechelt, Branch Manager's Secretary.

PARAMOUNT PRODUKTIONEN HALTEN DIE SPITZE IN DER FILMINDUSTRIE

Die Erfolgslieder, die Paramount-Erzeugnisse in den vergangenen Monaten in der ganzen Welt gesungen haben, nehmen in grossem und melodiosen Tempo ihren Fortgang. STRATEGIC AIR COMMAND erweist sich als der Grösste unter den Grossen und hat bisherige Rekorde überschreitende Zahlen aufzuweisen, wo immer dieser Film gezeigt wird. SABRINA erwirbt sich neue Lorbeern und Preise in den verschiedensten Ländern, sowie den besten Preis von allen, nämlich den der Zufriedenheit der Kinobesitzer, die ihn überall einem begeisterten Publikum vorführen. THE SEVEN LITTLE FOYS war ein enormer Erfolg bei einer Sonderaufführung in Sidney, Australien, und bis diese Zeilen Sie erreichen, wird der gleiche Film bereits ein grosser Kassenerfolg bei seinen Erstaufführungen in Hollywood und New York sein.

Die Ernennung von Mr. James E. Perkins zum Executive Vice President von Paramount International Films hat einen wahren Glückwunsch-Sturm aus allen Teilen der Welt entfesselt. Wir geben Ihnen einige dieser Gratulationen (einschl. einer sehr originellen von Bob Hope aus Sydney) an anderer Stelle

M O S E S

From him stems Man's love of, and inalienable right to, Freedom.....This study of Charlton Heston as Moses, one of many made during the production of Cecil B. DeMille's THE TEN COMMANDMENTS by Ken Whitmore will, in the years ahead, become one of the most renowned photographic studies in the world.

dieses Heftes wieder. Viele Paramountianer werden zu einem späteren Zeitpunkt Gelegenheit haben, Mr. Perkins persönlich zu gratulieren, wenn er sein ziemlich bewegtes Reiseprogramm durchführt.

Man hat mit den Dreharbeiten des Michael Curtiz-Films TOO LATE, MY LOVE begonnen. Hiermit hat Paramount einen seiner bedeutendsten Schritte hinsichtlich Förderung neuer Stars unternommen. Die junge Dame, die soviel Aufmerksamkeit auf sich zieht, ist Carol Ohmart. Ferner spielt ein junger Mann namens Tom Tryon eine wesentliche Rolle in diesem Experiment, den Freunden des Films in aller Welt, neue und interessante Gesichter und Persönlichkeiten zu präsentieren. Wir möchten

(Fortsetzung auf Seite 38)



THE MOUNTING TRIUMPHS OF "STRATEGIC AIR COMMAND" (..from Page 3)

and the critics applauded the great film in the measure shown in the summary at the lower right corner of this page. Especial attention was paid the triumph of VistaVision in cabled messages from London, one of which, a despatch to Mr. Weltner from Executive Vice President J.E. Perkins, said:

"Believe should advise you horizontal projection STRATEGIC fully equal every way to Paramount Theatre, New York.... Premiere was complete success, all reviews without exception highly praised VistaVision. Industry reaction very gratifying."

Later eye-witness accounts from those who attended the Plaza showings indicate that every seat in the theatre affords a perfect view of the giant picture.

Then there was this report from John B. Nathan, quoting German General Manager Rudolf Jellinek in connection with the Berlin Film Festival's showing of the air giant:

"Jellinek advises wonderful reception STRATEGIC AIR COMMAND Berlin Festival, with excellent cooperation US Air Force. Projection at Gloria Theatre outstanding. Applause during and after performances."

And of course the continuing success of the picture continues throughout the United States on a scale which is truly stratospheric.



LONDON'S PLAZA - The London landmark, with its top-level emphasis on VistaVision, started attracting its line of sightseers early — and they were far from being disappointed. At left is Col. George T. Chadwell, Chief of Staff of U.S. 7th Air Division. With him are Mrs. Chadwell and Lady Corea, wife of the High Commissioner for Ceylon.



DISTINGUISHED GUESTS. In scene at left are Mrs. James E. Perkins, wife of the Executive Vice President of Paramount International Films, with co-star of the picture, James Stewart. Also in the shot are Richard Watts, and Richard Mealand, Managing Director of Paramount British Productions. Centre picture shows Actor Terence Morgan, at left, with Mr. and Mrs. John Davis, Chairman and Managing Director of the J. Arthur Rank Organisation. At right, Martin Quigley, Jr., Managing Editor of Motion Picture Herald, with Sir Henry and Lady French. Sir Henry is Deputy General of the British Film Producers Association.



PEORIA, ILLINOIS - At the Madison Theatre here, Manager Worley capitalized very effectively on the current nationwide enthusiasm for scale-model, power-driven model aircraft. He turned the vast foyer of the Madison into what was virtually an airport for the small craft all pointed towards the interests of STRATEGIC AIR COMMAND. The display attracted not only the makers of the models, but their entire families, relatives, sweethearts, etc. Darned good showmanship.

London's able critics do an ace job (right) in summarizing the top virtues of the greatest air drama of them all. In this trade-paper ad, the Paramount publicists of London do a grand job of selling this mighty Paramount accomplishment to the best showmen in England, Scotland, Eire, Wales and Northern Ireland.



THE INDEPENDENT PAPER
TO-DAY'S CINEMA
NEWS AND PROPERTY EAGLE. Registered as a Newspaper.
No. 7297. Vol. LXXXIV. TUESDAY, JUNE 28, 1955. Price 6d.

SUPREMACY IN SERVICE
British Paramount News

SPECTACULAR SUCCESS

REMARKABLE PRESS AND PUBLIC ACCLAIM FOR A REMARKABLE ACHIEVEMENT!

SOME OF THE FINEST AERIAL PHOTOGRAPHY I HAVE SEEN

THE SHARPEST AND MOST GENERALLY SATISFYING WIDE SCREEN IMAGE WE HAVE SO FAR HAD

A REMARKABLE NEW SCREEN SPECTACLE VISTAVISION GIVES A CLEARER AND BIGGER PICTURE...DETAIL IS SO VIVID

FASCINATING...THE PHOTOGRAPHY—IN THE NEW HORIZONTAL VISTAVISION—IS SUPERB

A MAGNIFICENT SIGHT...VISTAVISION...IS HIGH AS WELL AS WIDE, SHOWS OFF THE SKY PANORAMA AT ITS BEST

THE NEW VISTAVISION, WIDER AND BIGGER THAN EVER...GIVES THE MOST SPECTACULAR AND SUPERB FLYING SCENES EVER FILMED

THIS HIGH, WIDE AND HANDSOME SCREEN PRESENTATION IN THE NEW VISTAVISION...BREATHELESSLY BRILLIANT

A VERY FINE PICTURE...EXQUISITE BEAUTY...DUE ENTIRELY TO PARAMOUNT'S NEW HORIZONTAL VISTAVISION

NEVER HAVE I WATCHED SUCH SUPERB PICTURES...A TAPESTRY OF BEAUTY

EVEN BIGGER PICTURES ON AN EVEN WIDER SCREEN...I HAVE NEVER SEEN BETTER FLYING SEQUENCES

A DEPTH OF FOCUS WHICH IS EXTRAORDINARY...PERFECTLY SHARP AND CLEAR

UNDoubtedly MARKS A BIG ADVANCE IN BIG PICTURE PRESENTATION...ONE IS IMMEDIATELY IMPRESSED BY THE PIN-POINT SHARPNESS OF THE PICTURE

THE CINEMA SAYS:

IMMEDIATE IMPRESSION...IS THE AMAZING CLARITY OF THE PICTURE...STANDS OUT WITH A REALLY SOLID, 3-DIMENSIONAL EFFECT...HAS TO BE SEEN TO BE APPRECIATED

THE NEW METHOD FULFILLS EVERYTHING THAT IS CLAIMED FOR IT, WITHOUT ANY QUESTION THE BIG PICTURE ON THE SCREEN IS SHARPER AND MORE PERFECT IN EVERY DETAIL THAN ANYTHING WE HAVE PREVIOUSLY SEEN

PLAZA THEATRE
Presenting its Spectacular New Presentation of
VISTAVISION
on the New CURVILINEAR SCREEN
JAMES STEWART ALLISON
Strategic Air Command
Colour by TECHNICOLOR
LOVEJOY NICOL SULLIVAN BENNETT
Produced by PARAMOUNT. Directed by KENNA KAY.
Screenplay by KENNA KAY and NORMAN PANAMA. Story by KENNA KAY and NORMAN PANAMA.

HOLLYWOOD IS WHERE THE INDUSTRY'S PARAMOUNT PRODUCT IS MADE



Following a studio luncheon honoring Boris Jankolovics, General Manager in Belgium, and Paul Flodin, General Manager in Sweden, the group heads back to the

executive offices. From the left: William Meikeljohn, Mr. Jankolovics, Y. Frank Freeman, Mr. Flodin, Don Hartman, Jack Karp, D.A. Doran, John Mock, Luigi Luraschi.



First-hand facts about THE TEN COMMANDMENTS are learned from Yul Brynner, who plays 'Pharaoh,' by Sweden's Paul Flodin, at left, and Belgium's Boris Jankolovics.



Authentication by Captain Fuad Aref, a member of Cecil B. DeMille's staff in both Egypt and Hollywood. Here he checks raiments on Anne Baxter and Douglas Dumbrille prior to the making of an important scene in THE TEN COMMANDMENTS. Miss Baxter plays Princess Nefretiri and Dumbrille is the High Priest.



More and more Eddie Foy pictures are coming to light, all of them adding to the interest in Bob Hope's characterization of the great comedian in THE SEVEN LITTLE FOYS. At left is a picture of the uproarious comedian taken a few years before his death in 1928. (Which means that a lot of Paramounteers must have seen him in person in the good old vaudeville days).

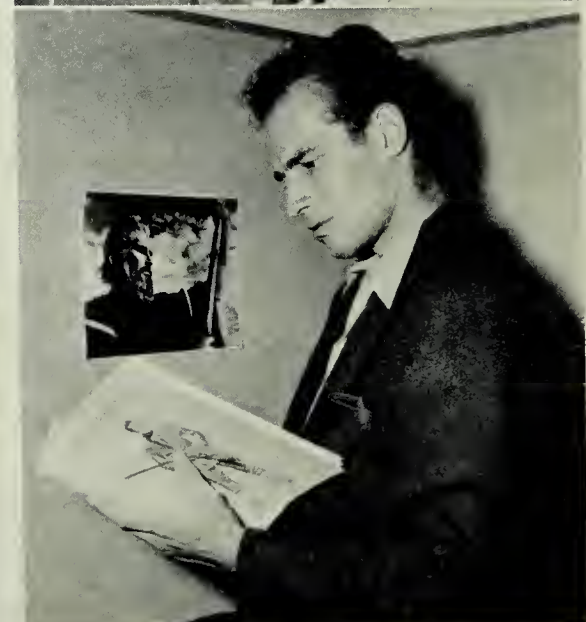


Mr. and Mrs. Don Hartman arriving at the Paramount Theatre in Hollywood for the premiere of Bob Hope's THE SEVEN LITTLE FOYS — a gay opening and a continuing success.

Charlton Heston, who plays 'Moses' in Cecil B. DeMille's production, THE TEN COMMANDMENTS has one of the largest and most loyal fan clubs of any star. It issues an official publication called The Hestonian, and in connection with the release of THE FAR HORIZONS the issue comprised 48 pages. There are 24,000 members of the Charlton Heston Fan Club. President is



Carol Ohmart, new personality who should zoom to stardom in THE SCARLET HOUR, is making a good beginning with her Paramount reading material. You should become a subscriber, Carol — we're going to have a lot to say about you and your Paramount career.



Miss Iona Karkmeyer. Office of the Club is in the Russ Building in San Francisco, and activity is already building up there for the release of THE TEN COMMANDMENTS. At top, on one of the film's sets, Heston is showing a VistaVision camera to a group of 60 members of the club who visited him.

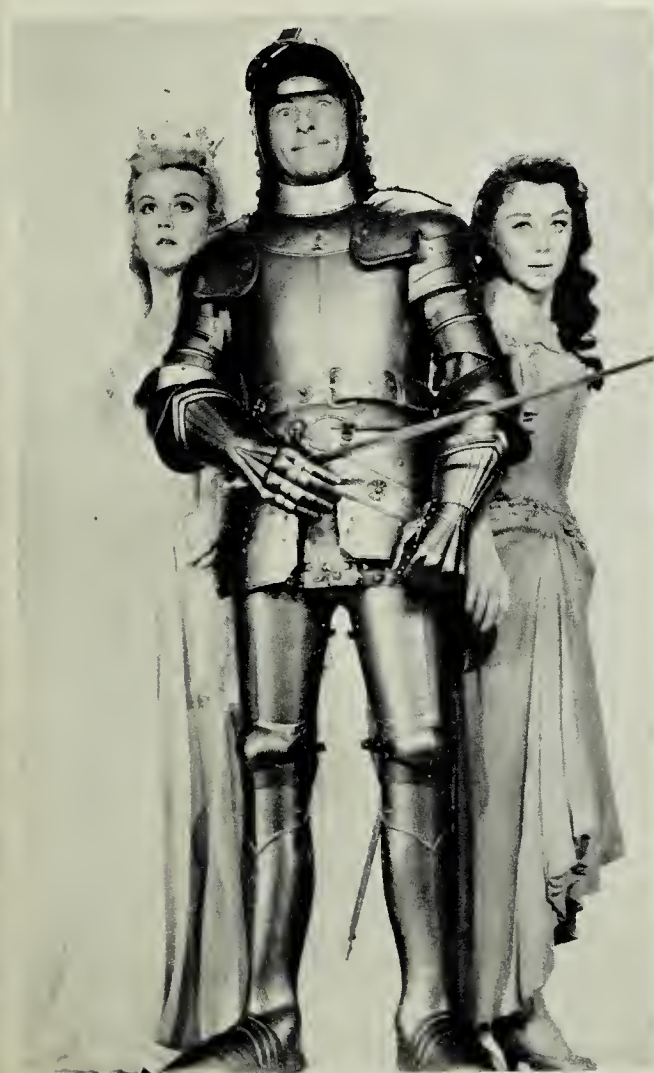
PARAMOUNT'S PRODUCTION PROGRAM CHARACTERIZED BY FORWARD LOOK!



One of the top musical scenes in ANYTHING GOES is the imaginative treatment of Cole Porter's "Blow, Gabriel, Blow." In front, reading from left, are Jeanne Crain, Bing Crosby, Mitzi Gaynor and Donald O'Connor. Super-rhythm!



Oreste Kirkop, as the Paramount executives who visited Hollywood in May know so well, has the most magnificent voice in films today — and it's in full force and thrillingness in THE VAGABOND KING. Kathryn Grayson is his co-star in the VV-Tech. film.



An all-time topper in Paramount entertainment is Danny Kaye's THE COURT JESTER, with the comedy star no ham despite being Armored. Here he is the defender of a pair of faithful wenches, played in Technicolor and full-bodied VistaVision by Angela Lansbury, left, and Glynis Johns. The comedy seems destined to be Leap Year's (1956) Laughmaker Supreme.



Another dramatic glimpse of Tom Tryon and Carol Ohmart in the Michael Curtiz production of THE SCARLET HOUR, the tense, tingling thriller that's going to make Paramount history.



Eva Gabor in Hal Wallis' production of ARTISTS AND MODELS is neither artist nor model; but what she is to stars Dean Martin and Jerry Lewis is pulchritudinously satisfying from the audience and entertainment point of view. The comedy is of course in VistaVision.



Those so fortunate as to have seen THE ROSE TATTOO say that they have never seen a picture like it in all their moviegoing lives. Here are Anna Magnani, Burt Lancaster, and the reason for this passionate Hal Wallis production's unusual title.



Humphrey Bogart has never (repeat, never) had a role as dynamic, brutal, realistic or socko as the part he plays in William Wyler's searing drama of a domestic crisis, THE DESPERATE HOURS. The cast also has for stars Fredric March, Martha Scott and Mary Murphy.

A POETIC, PROPHETIC TOUCH --- an orchid named in advance for a brand new young star who is going to win orchids -- bunches of orchids -- from the critics of the world in a picture which will win new honors for Paramount....THE SCARLET HOUR.



Paramount Studio Head and Vice President in Charge of Production, Y. Frank Freeman, with our flashing new star of tomorrow, Carol Ohmart.... Setting is the gigantic photographic poster of Carol shown in detail on Page 24.



"THE SCARLET HOUR" TO BE MILESTONE IN PARAMOUNT PRODUCTION INITIATIVE....

Already Paramount has received widespread trade publication endorsement -- Variety, Hollywood Reporter, Motion Picture Exhibitor -- on the wisdom and practicality of building new stars courageously and vigorously via the technique being employed on Carol Ohmart. It is equally essential that we do our part as well!



Last month they were looking at pictures of this star-to-be -- now they are lunching with her in the Studio. The young lady is Carol Ohmart, star of the Michael Curtiz production, THE SCARLET HOUR. At left is Boris Jankolovics, Paramount General Manager in Belgium; at right, Paul Flodin, occupying a similar post in Sweden. We bet that by now Carol knows plenty about the overseas activities of Paramount International.

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The film industry trade press is lending plenty of active and enthusiastic support to Paramount's star-making plan. There is the editorial from the Hollywood Reporter at right; and weekly Variety is devoting a lot of space, constructively, to the project.....But most important of all is our devoted support to one of the most important developments in star development our company has ever undertaken.

Hollywood REPORTER June 17, 1955 TRADEVIEW by W.R. WILKERSON

• AMID the vociferous cries by exhibitors for new faces to sustain the star list which is rapidly dwindling to a very few, Paramount has taken the bull by the horns, so to speak, and is throwing the dice, \$1,500,000 worth, that a project it has under way will pay off not only in a good picture but thereby also build a whole roster of cast names.

The picture is "Too Late, My Love," and the spotlight is on a new leading lady, Carol Ohmart, whom the studio is giving a buildup comparable to those of the days which made Pola Negri and others such great stars. It entrusted the picture to Michael Curtiz, sometimes called "The Starmaker" because of the impressive number of personalities he has brought to marquee stature. This is his first producer effort on the lot, as well as a directorial assignment, and he has been given carte blanche, with front office blessings, to do what is necessary.

In addition to Miss Ohmart, who was discovered while an understudy in "Kismet" on Broadway, Curtiz is using a cast entirely of newcomers. The leading man is Tom Tryon, also new from the New York stage, and the supporting cast, with two or three exceptions, have never faced a camera before. Curtiz says the rushes, so far, show that the big cast gamble is now almost a sure bet.

This has been kept under wraps before, but now it can be disclosed that from top executives down the entire Paramount forces, in the studio and the distribution and sales departments, world-wide, have been alerted to the company's determined effort to produce new stars. A new department has been set up which is doing nothing but "pestering" the front office, producers and directors, to use the new players in pictures, to get them before the public, which is the only way to build a player.

Another new face that the studio has high hopes for is Oreste, the European tenor, who was starred in his first picture, "The Vagabond King," which Curtiz also directed. Mike is excited about creating new stars, no new chore for him, for he brought to screen prominence such names as Doris Day, Errol Flynn, John Garfield, Alexis Smith, Eleanor Parker, Ann Blyth, Fred Clark, David Brian, Paul Henreid, Walter Slezak, Peggy Lee, Priscilla and Rosemary Lane and many others.

JUNE 24 MARKED THE HALFWAY MARK IN THE PRODUCTION OF "THE TEN COMMANDMENTS"

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A full realization of the magnitude of Cecil B. DeMille's production, THE TEN COMMANDMENTS, is gained when you realize that on the 24th of June the picture passed the half-way mark in filming.

Still to come are some of the monumental sequences including the opening and closing of the Red Sea - portions of which were filmed on location in Egypt last October and November - and scenes showing Moses at the Burning Bush,

PARAMOUNT BLIJFT AAN DE TOP

Het euccee, dat Paramount in de afgelopen maanden overal ter wereld heeft geboekt, duurt onverminderd voort. STRATEGIC AIR COMMAND blijkt in de Ver. Staten een kampioen onder de kampioenen te zijn en behaalt overal waar de film vertoond wordt record-brekende cijfers. SABRINA oogst nieuwe lauweren en onderscheidingen in diverse landen en verwerft overal de meest gewaardeerde onderscheiding, n.l. de tevredenheid van de klanten die de film vertonen aan 'n tevreden publiek. THE SEVEN LITTLE FOYS is tijdens een speciale vertoning in Sydney, Australië, een geweldig succes geworden; en tegen de tijd dat dit nummer verschijnt zal de film ongetwijfeld grote recettee geboekt hebben by de Hollywoodse en New Yorkse premières.

De benoeming van J.E. Perkins als Executive Vice President van Paramount Int. Films heeft een stroom van gelukwensen uit alle delen der wereld tot gevolg gehad. Sommige van deze speciale boodschappen (w.o. een zeer originele van Bob Hope, verzonden uit Sydney) staan in dit nummer afgedrukt. Vele Paramounters zullen in de loop van dit jaar de gelegenheid geboden krijgen Mr. Perkins persoonlijk geluk te wensen, daar hij vele reizen op zijn programma heeft staan.

De productie van de Michael Curtiz film TOO LATE, MY LOVE gaat beginnen en via deze film wordt speciale aandacht gevestigd op enige nieuwe PARAMOUNT sterren. Carol Ohmart is de jongedame, op wie alle aandacht zich concentreert; en 'n jongeman, Tom Tryon genaamd, is eveneens een belangrijke factor in dit experiment om filmfans over de gehele wereld nieuwe en interessante gezichten te bieden. Wij verzoeken U dringend hier thans reeds Uw volle aandacht aan te echenken, daar dit zeer belangrijk is, zowel voor de vooruitgang van onze maatschappij als voor de filmindustrie.

trie, waarvan wij allen deel uitmaken. Wy moeten hieraan toevoegen, dat Paul Flodin, Paramount's general manager in Zweden en Borie Jankolovice, general manager in België, beiden Mies Ohmart, Mr. Curtiz en Mr. Tryon in Hollywood ontmoet en een gedeelte van de film reeds gezien hebben en zij hebben onze studio reeds hun volledige medewerking toegezegd voor het lanceren van TOO LATE, MY LOVE.

Wy hebben de twee-acter VISTAVISION VISITS HAWAII gezien en moeten zeggen dat deze de mooiste, fascinerendste en meest opwindende is van alle VistaVision reiefilms. Al deze VistaVision films verdienen Uw volle aandacht, want zij verhogen in sterke mate het prestige van het Paramount handelsmerk.

Deze maanden zijn wij in staat verelag uit te brengen van de Londense première van ASSIGNMENT CHILDREN van Danny Kaye. De film is vertoond voor een uitgelezen international publiek en is door de Britse verslaggevers toegejuicht als een symbool van een der beste menselijke acties, in lange tijd door de film-industrie ondernomen.

Mr. Weltner is bezig 'n programma af te werken, waarbij hij alle kantoren in de V.S. zal bezoeken. Hij heeft er reeds tien bezocht. Hij is zeer dankbaar, uit de eerste hand te vernemen welk een bijzonder effect onze studio-bijeenkomst van enige weken geleden geoordeeld heeft bij alle Paramount mannen en vrouwen met wie hij gesproken heeft.

Jamee Stewart, Doris Day en Regisseur Alfred Hitchcock zijn terug in Amerika na hun erg belangrijke reis naar Marokko en London in verband met de thriller THE MAN WHO KNEW TOO MUCH. Het is welhaast zeker, dat wij wederom een zeer euccevolle Hitchcock-film in handen hebben, waarvoor wij zeer dankbaar zijn.

Vergeet niet, dat iedere Paramount-film wordt vervaardigd, in VistaVision en Technicolor.



Right from the days of Sinai, and Beni Youseff, and Abu Rawash, and Luxor, back in the Fall of last year, Cecil B. DeMille and his Chief Cameraman, Loyal Griggs, knew that this production of THE TEN COMMANDMENTS was a long and very exacting task. It seems a might long way back to the Egypt of the scene above...and yet, as the story below indicates, Mr. DeMille and his tireless co-workers, have come but to the half-way mark. Yet so great is the production now that, were it to stop at this point, it would still be the mightiest motion picture the world has ever seen.

Moses receiving the Ten Commandments on Sinai, the worship of the Golden Calf, and some sequences of the Exodus itself, the major portions of which have already been filmed in Egypt.

Already completed are scenes showing the Biblical plagues. These dramatic sequences include the waters of the Nile turning to blood, the pestilence of frogs, and the visitation of death upon the Egyptian first-born. In addition to the towering sequences of the Exodus, Mr. DeMille also has shot scenes of the finding of the Infant Moses in the bulrushes, the bondage of the slaves

and many other great events related in the Five Books of Moses in the Bible. It is expected that major filming be close to ending by October 1st.

Continued from Page 28

Alfred Hitchcock sono rientrati in America dopo il loro interessante viaggio a Londra e nel Marocco dove sono stati girati gli esterni del film THE MAN WHO KNEW TOO MUCH. Quanto a questa produzione, tutto fa prevedere che avremo in mano un altro gioiello di Hitchcock, per il quale dobbiamo essere proprio grati. . . Prima di chiudere questa colonna, vogliamo infine ricordarvi che tutti i film Paramount sono ora in VistaVision e in Technicolor.



A very fine German poster for THE COUNTRY GIRL, with emphasis on the stars and the Academy Award.....

(Fortsetzung von Seite 30)

Sie dringend bitten, diesem wohlverdienten Projekt Ihre vollste Unterstützung zuteil werden zu lassen, denn es steht in bedeutendem Zusammenhang mit dem Fortschritt sowohl unserer Gesellschaft, als auch der gesamten Filmindustrie, von der wir ja ein Teil sind. Wir wollen nicht vergessen zu erwähnen, dass Paul Flodin und Boris Jankovics, die General Manager von Paramount in Schweden, bzw. Belgien, Miss Ohmart, Mr. Curtiz und Mr. Tryon in Hollywood gesehen und einen Teil des noch in Herstellung befindlichen Films angeschaut haben. Und beide Herren haben bereits dem Studio ihre vollste Unterstützung fuer TOO LATE, MY LOVE zugesagt.

Wir haben die Produktion VISTAVISION BESUCHT HAWAII gesehen und müssen sagen, dass dies der schönste, fesselndste und aufregendste unter den Vistavision-Reisefilmen ist. Alle V-V Filme verdienen Ihre kräftigste Unterstützung, denn sie erhöhen das Prestige des Namens Paramount ganz erheblich.

In diesem Monat koennen wir die wichtigsten Einzelheiten aus Danny Kaye's Londoner Premiere ASSIGNMENT CHILDREN bringen. Dieser Film wurde in glänzender Weise vor einem erlesenen Internationalen Publikum aufgeführt, und die britische Presse hat ihn als Symbol eines der schönsten humanitaeren Beiträege der Filmindustrie seit Jahren sehr gepriesen.

Mr. Weltner hat bereits zehn Zweigstellen von Paramount in den USA besucht und wird seine Runde fortsetzen, bis er sie alle gesehen hat. Er war sehr beglueckt darüber zu hoeren, wie sehr alle Herren und Damen von Paramount, die er bisher gesprochen hat, von der Sitzung im Studio vor einigen Wochen beeindruckt waren.

James Stewart, Doris Day, sowie Direktor Alfred Hitchcock sind wieder

U.S. Business on Bob Hope's SEVEN LITTLE FOYS is rapidly approaching the stratospheric stature. Everyone's just nuts about the magnificent response.

THIS IS AN EXCERPT FROM PARAMOUNT PRESIDENT BARNEY BALABAN'S STATEMENT TO THE COMPANY'S STOCKHOLDERS LAST MONTH:

"....On March 1, 1955, we announced the appointment of George Weltner as head of a single worldwide Paramount Pictures sales and distribution organization, covering both the domestic and foreign fields. Mr. Weltner has been associated with Paramount for the past thirty-two years and, since 1945, has been President of Paramount International Films. His appointment gives expression to our "one World" approach to the selling of motion pictures. Mr. Weltner's outstanding record in the conduct of our foreign operations equips him ideally for his broader responsibilities as head of world sales."

MORE U.S. BRANCH NEWS FROM PAGE 9

OKLAHOMA CITY Most Oklahoma news this month concerns vacations. Booker Dave Speake and Peggy have returned from a Texas trip and back to Oklahoma where they did a lot of fishing. Bob McKissic, Shipper, reports his vacation spent doing 'yard work,' one of the homeowner's penalties. Hazel Nichol, Inspection Dept., says that she and Bill will be in Coalgate spoiling their grandson. Elsie "Billie" Richardson, Inspection Dept., is vacation visiting



BERLIN - Topping showmanship for REAR WINDOW at the Film-theatre Berlin.

nach Amerika zurueckgekehrt, nachdem sie einen sehr interessanten Aufenthalt in Marokko und London im Zusammenhang mit THE MAN WHO KNEW TOO MUCH hinter sich hatten. Es stehen alle Anzeichen dafür, dass wir es hier wiederum mit einem hoechst erfolgreichen Hitchcock-Film zu tun haben, wo fuer wir alle sehr dankbar sind.

Bitte vergessen Sie nicht, dass alle Paramountfilme in VistaVision und Technicolor gedreht werden.

in Springfield, Mo. Ben Rucker, Accounting, left for an undisclosed destination for his two weeks. Seems to think that someone might find him and call him back to work....Blanch Camp, Accounting Dept., made a flying trip to Oscaloosa, Iowa, over Memorial Day.... Barbara "Bobby" Janowiak, our PBX receptionist, sure misses her sister who's gone to Spain - especially her wardrobe....We warmly welcome Ruth Elms, new member of the Inspection Department....Berlin Parks, our Projectionist, has won so many trophies bowling that Josephine - his Missus - has set up an Oscar Alley for him at home....Melba Keel, Biller, seems to be the 'hard luck kid' around here. She had just returned from undergoing surgery when she fell from a ladder and broke an arm. Delvita Armstrong is back at the billing machine pinching for her. Del just can't stay away from Paramount - we get her one way or the other. - Sally Dulaney.

PORTLAND

We have adopted a new member into our happy and healthy (once again) Branch. Walter Lange, former San Francisco Paramounteer, has joined our forces. Welcome, Walter! He will sell Paramount's fabulous pictures in the Portland and Seattle territory. Speaking of fabulous pictures, we have had several screenings of some that really are.....Had a sneak preview of THE SEVEN LITTLE FOYS at the Paramount, and not only is it a great picture, but we had a tremendous turnout. The exhibitor comments were terrific. Everybody called it the best show Bob Hope ever made....At another Paramount screening we saw WE'RE NO ANGELS. It's tops! The audience enjoyed themselves throughout the entire show. You could hardly hear the dialogue through the audience laughter. From the comments passed over shoulders, around the room, and even out on the streets, it seems certain that this comedy will be a great hit. Yes, once again the exhibitors have to admit that Paramount can reach out, snap up the unusual and come up with a hit every time....We have long and anxiously awaited the release of STRATEGIC AIR COMMAND. So have the exhibitors and the theatre-going public. Now the suspense is over. SAC opened at the Paramount with a bang, and the business continues to be magnificent. Portland has tremendous expectations from SAC.....THE FAR HORIZONS also is expected to do very well in Oregon. Lewis and Clark have important places in Oregon's history, and there is a fine monument to them on the Oregon coast. - Sharon Lange



"ASSIGNMENT CHILDREN" PROVING AN INSPIRATION TO THE ENTIRE WORLD... LONDON DEBUT ELECTRIFYING

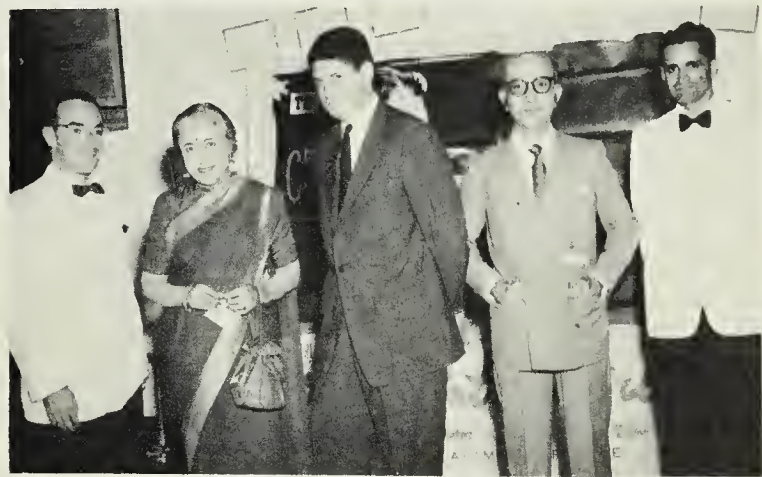
Every day, Paramount and a certain inspired star named Danny Kaye have good cause to be glad that last year a pooling of technical forces and desire for service to Mankind produced in the Orient a stirring motion picture that subsequently was named ASSIGNMENT CHILDREN.

This picture in all of the required forms of adaptation is now reaching the picturegoers of the world, thrilling them, and in turn, impelling them to further service which in the long run will make this world better for all.



LIMA, PERU - The Paramount Tacna used this fine, dignified lobby display to announce the picture.

LONDON - The Variety Club's Luncheon at the Dorchester Hotel which launched the initial London showing of ASSIGNMENT CHILDREN. At left: D.J. Goodlatte, managing director Associated British Cinemas; Don Hartman, Executive Producer of Paramount; Barbara Kelly, popular British star of stage, screen and TV; and Danny Kaye... At right: cake surmounted by a figure of the comedian and marking Danny's globe-encircling trip in filming ASSIGNMENT CHILDREN.



BOMBAY, INDIA - Important group at the Charity Premiere of ASSIGNMENT CHILDREN (and THE COUNTRY GIRL) in aid of UNICEF held at the Eros Cinema, Bombay. From left: Mr. Stephen Clug, Acting General Manager for Paramount in India; Mrs. Hutheesing, Sister of Prime Minister Nehru; District Manager Russell Hadley; Mr. Kapadia, of the Eros Cinema; and Paramount Sales Manager K. S. Vaidyanathan....An accompanying pressbook showed that the presentation earned a wonderfully fine amount of local prestige publicity. There was a splendid souvenir program also. In short, a masterful presentation of an inspirational subject.



LONDON - Lady Louis Mountbatten, wife of Britain's First Lord of the Admiralty, chatting with Danny Kaye prior to the star's B.B.C. "In Town Tonight" broadcast, during which he told of the making of ASSIGNMENT CHILDREN.

(At left) Important trade-paper double spread of personalities attending Plaza Theatre premier of ASSIGNMENT CHILDREN.

11. Madame V. Lakshmi Pandit, High Commissioner for India in Britain, acted as hostess at the European premiere at the Plaza of "Assignment Children," the special short subject made by Danny Kaye for UNICEF. The picture is being distributed by Paramount on behalf of the industry. Friday evening's capacity audience consisted of government figures from the countries covered by "Assignment Children," members of U.N.C.E.F. and U.N.A. and leading trade personalities. Danny Kaye made a personal appearance on the stage of the Plaza following the screening. "Assignment Children" was shown with the Fine-Thomas production in VistaVision and Technicolor. "The Far Horizons," starring Fred MacMurray, Chastin Heston, Donna Reed and Barbara Hale. These pictures show: (1) Mr. C. Judd, U.N.A.; Major-General Lyne, U.N.A.; and Madame Pandit. (2) Danny Kaye and Madame V. Lakshmi Pandit, High Commissioner for India in Britain. (3) Danny Kaye.

Mr. and Mrs. S. A. Schwartz, President RKO Theaters Corp. (4) Mrs. R. Mealand, Madame V. Lakshmi Pandit, Mrs. Perkins and Mr. R. Mealand, head of Paramount British Productions. (5) Mr. and Mrs. Roland Thornton. (6) Nreena Khanna presenting bouquet to Madame Pandit. (7) Danny Kaye on the stage. (8) Mr. R. C. Dithakar of the Thai Embassy, with Mrs. Dithakar. (9) Mr. San Boonwan, Counselor of the Burmese Embassy. (10) Dr. Moerdono and Mrs. Soepardi Moerdono of Indonesia. (11) H.E. U. Kyin, Burmese Ambassador, Mrs. Kyin and Madame Pandit. (12) Mr. Tom Driberg, M.P., chatting in Madame Pandit. (13) Mr. Dudley Ward, U.N.I.A. F.F. Mr. S. Kishari and Madame V. Lakshmi Pandit. (14) Mr. George Ivan Smith, U.N.I.C.E.F., and Mrs. Smith.



THE REAL AND THE CINE-REAL

Below, reading from left, are the real Foys of the American vaudeville era -- Irving, Eddie Foy, Jr., Madeleine, Mary, Richard, Bryan, and Eddie Foy himself.

Above, playing the same identical characters in that order, are: Tommy Duran, Jimmy Baird, Linda Bennett, Lydia Reed, Paul DeRolf, Lee Erickson and Billy Gray. And of course Bob Hope as Eddie Foy.





Love and Compassion
in WAR AND PEACE



Paramount President Barney Balaban, in the Library of the company in New York, delivers to the film industry and lay press of the city his optimistic report concerning the immediate future of the motion picture business in general, and of Paramount Pictures Corporation in particular. Seated at the rear of Mr. Balaban is Adolph Zukor, Chairman of the Board of Paramount.

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PRESIDENT BALABAN'S PRODUCT APPRAISAL SPARKS TREMENDOUS INDUSTRY ENTHUSIASM

COMING — GOLDEN YEARS FROM PARAMOUNT TO YOU!

I have just returned from a visit to our Hollywood studio, devoted to screening completed new pictures and to setting our picture plans and projects for the near future with our production heads, Y. Frank Freeman and Don Hartman. The visit gave me the additional first hand information I needed in order to make a complete and accurate appraisal of Paramount's releases for 1956 and 1957.

It is my firm conviction based upon this realistic appraisal, that Paramount product available this year and next will gross at the boxoffice level an amount exceeding the grosses of any previous two years in the history of Paramount Pictures Corporation.

Our two lead pictures, Cecil B. DeMille's **THE TEN COMMANDMENTS** and **WAR AND PEACE**, both to start their release in 1956, are certain to roll up record grosses. No company in the business has ever provided two such unprecedented attractions in one season.

I saw **THE TEN COMMANDMENTS** in rough complete form and was thrilled to the core. It is everything and more, that we and Mr. DeMille hoped. It more than justifies the tremendous production effort, the great all-star cast and the lavish budget that was invested in it. That there never has been a motion picture so inspiring and with universal entertainment values so overwhelming and boxoffice potential so high, I am completely convinced.

Paramount executives recently flew to Rome to attend the screening of the complete footage of **WAR AND PEACE**, based on the greatest novel ever written, and produced on a mammoth scale in English by Ponti-DeLaurentiis, with Paramount's full production and financial cooperation, and directed by King Vidor. Its all-star cast is headed by Audrey Hepburn, Henry Fonda and Mel Ferrer. The en-

thusiastic report from the screening is that **WAR AND PEACE** is certain to take its place with the all-time great pictures and top grossers of our business.

Right now Hal Wallis' **THE ROSE TATTOO**, based upon Tennessee Williams' stage hit and starring Burt Lancaster and Anna Magnani, in its first engagements is fast becoming the most talked-about picture of 1956. Indications are that Academy Award time will spotlight its magnificent performances for even brighter boxoffice returns.

Danny Kaye's spectacular super-comedy, **THE COURT JESTER**, has opened with resounding success in its initial engagement at the New York Paramount Theatre. To follow soon will be our Easter picture, **ANYTHING GOES**, the richest and most sparkingly modern of all musicals, starring Bing Crosby, Donald O'Connor, Mitzi Gaynor and the incomparable Jeanne Aron. Also a great and history-making contribution to the musical field is **THE VAGABOND KING**, based on Rudolf Friml's internationally famous romantic operetta, and introducing opposite the beautiful and talented Kathryn Grayson a brilliant new star, Oreste, whose golden singing voice, I predict, will quickly make him an important favorite with moviegoers everywhere.

The exceptional entertainment values of these three pictures alone, and their costs, could well comprise an entire year's program for many a producing organization.

At the studio I saw in complete form Perlberg-Seaton's **THE PROUD AND PROFANE**, starring William Holden and Deborah Kerr, with which they have topped **THE COUNTRY GIRL** and with an entirely different type of picture; **THE MOUNTAIN**, a dramatic smash based on the well known book filmed mostly in the rugged French Alps and starring Spencer

Tracy, Robert Wagner and Claire Trevor; Bob Hope's surefire new comedy **THAT CERTAIN FEELING**, based on the Broadway hit **KING OF HEARTS**, with last year's Oscar winner, Eva (ON THE WATERFRONT) Marie Saint; and Alfred Hitchcock's suspense masterpiece, **THE MAN WHO KNEW TOO MUCH**, co-starring James Stewart and Doris Day and made in colorful French Morocco, London and Hollywood. I saw a great TV star become an even greater new film personality when I was superbly entertained by George Gobel in **THE BIRDS** and **THE BEES**, with scintillating Mitzi Gaynor and David Niven. Three more talented newcomers destined to help fill the industry's need for fresh young stars, namely Carol Ohmart, Jody Lawrence and Tom Tryon, come through strongly under the skilled directorial hand of Michael Curtiz in the dramatic **THE SCARLET HOUR**.

Among the pictures in actual production at our studio are the new Dean Martin-Jerry Lewis big outdoor comedy **PARDNERS** and **THE LEATHER SAINT**, an unusual story which has been favorably compared with **GOING MY WAY**. Shooting starts soon on the big, exciting Audrey Hepburn-Fred Astaire musical **FUNNY FACE**; two pictures to be produced by Hal Wallis and starring Burt Lancaster, namely **THE RAINMAKER** and **GUNFIGHT AT THE O K CORRAL**. In the latter Kirk Douglas will be co-starred with Lancaster; the colorful **LOVES OF OMAR KHAYYAM**, co-starring Cornel Wilde, Trevor Howard, John Derek, Debra Paget and Raymond Massey and many other important attractions presenting in top roles such stars as Alan Ladd, Donald O'Connor, Marlon Brando, Bob Hope, Frank Sinatra and others of similar prominence.

To insure the flow of high quality Paramount product we have purchased in the

past few months a host of exceptionally fine stories. These include such popular books as **GERTRUDE LAWRENCE AS MRS. A. THE SEARCH FOR BRIDEY MURPHY**, **THE CAPTAIN'S TABLE**, **FEAR STRIKES OUT**, **THE GOLDEN JOURNEY**, **FLAMINGO FEATHER**, **FROM AMONGST THE DEAD** and **THE JOKER IS WILD**. Our play purchases include the current Broadway hits **THE CHALK GARDEN** and **THE MATCHMAKER** and also **LIL ABNER**, **GIRLS OF SUMMER**, Eugene O'Neill's **DESIRE UNDER THE ELMS**, and Tennessee Williams' **SUMMER** and **SMOKE**. Our biographical acquisitions include **KITTY HAWK** (The Wright Brothers), **LAWRENCE OF ARABIA** and **THE BUSTER KEATON STORY**. Additionally we plan filming a number of superior original stories especially created by top-flight writers. Negotiations for several additional projects of major importance are nearing conclusion.

All of our pictures will of course be in VistaVision and mostly in Technicolor.

Paramount believes devotedly in the brilliant and prosperous future of the motion picture as still the greatest form of mass world entertainment ever conceived. In that spirit we are investing the largest sum of money in our history and our entire resources of talents and energy and showmanship to the creation of important pictures of the highest artistic and boxoffice levels for the continuous profits and prosperity of our customers everywhere. Our goal and promise are to surpass in 1956 and 1957 the high box-office quality of product which we have achieved in the past two years. I have every confidence, based on pictures finished or planned, that we will succeed.


Barney Balaban
President, Paramount Pictures Corporation

GEORGE WELTNER, WORLD SALES HEAD, SAW WEALTH OF GREAT NEW PRODUCT IN STUDIO VISIT

COMBINING ATTENDANCE AT THE DE MILLE MILESTONE Dinner with a survey of current and upcoming production activities within the studio, World Wide Sales Manager George Weltner was able to bring back to Home Office perhaps the most glowing picture of immediate future prospects within company history. And although deep and abiding admiration for the massive potentialities of Mr. DeMille's THE TEN COMMANDMENTS was a paramount element in his product appraisal, this factor by no means overshadowed the remainder of the superb Paramount line-up.

Of THE TEN COMMANDMENTS, Mr. Weltner said: "I saw the first half of the picture (14 reels), which runs up to the intermission, and which leads up to the fabulous parting of the Red Sea. I have never been so moved in all my life.

THE COVER

WAR AND PEACE is not all mass movement and spectacle, as this tender and tragic interlude between Audrey Hepburn and Mel Ferrer indicates.

Mr. DeMille has accomplished infinitely more than any other producer or director in film history. He has made the greatest religious picture of our times, yet with magical skill he has endowed it with the quality of entertainment so necessary in order to have a picture of this type reach the masses of the

world. There is no doubt but that this is the greatest film in all history."

Mr. Weltner also saw virtually completed versions of THE PROUD AND PROFANE and THAT CERTAIN FEELING. Also editing versions of THE MOUNTAIN and THE LEATHER SAINT. Of the Perlberg-Seaton production co-starring William Holden and Deborah Kerr, the World-Wide Sales Head spontaneously telegraphed Mr. Balaban, then in New York, as follows:

"I HAVE JUST COME FROM A SCREENING OF 'THE PROUD AND PROFANE' WHICH IS ONE OF THE STRONGEST, GUTTIEST AND MOST SINCERE LOVE STORIES THAT HAS EVER BEEN ON THE SCREEN. IT HITS YOU LIKE THE CONCUSSION OF AN EXPLOSION AND BILL HOLDEN'S AND DEBORAH KERR'S PERFORMANCES ARE BEYOND PRAISE. PERLBERG AND SEATON HAVE BY FAR EXCEEDED ANY OF THEIR PREVIOUS ACHIEVEMENTS AND AGAIN I SAY WE SHOULD BE PROUD TO GRACE THIS PICTURE WITH PARAMOUNT'S TRADE MARK. NOT ONLY IS OUR STUDIO CONTINUING ITS OUTPUT OF THE STRONGEST PICTURES IN THE BUSINESS, BUT I AM HAPPY TO SAY OUR NEW AND STRONGER SALES POLICY IS MEETING WITH REAL SUCCESS.

Regarding other plans -- and they are really stirring ones -- the all-encompassing statement by Paramount President Barney Balaban, printed on

William Holden and Deborah Kerr give tor-nadic performances in THE PROUD AND PROFANE.



BACKGROUNDED BY SOME OF THE STARS OF THE GREATEST PICTURE OF ALL TIMES.



TEAMING FOR "THE TEN COMMANDMENTS"

During their recent studio visit, World-Wide Sales Manager George Weltner, left, and his special assistant, Charles Boasberg, who will have charge of all sales of THE TEN COMMANDMENTS (and WAR AND PEACE), lunched with Cecil B. DeMille. Subsequently they witnessed a screening of fourteen reels of the mighty DeMille masterwork.

the page opposite, covers this subject in so direct and objective a fashion that Paramounteers everywhere must know that this Company's greatest days are still ahead.

Nineteen Fifty-Six is not only Leap Year -- it's Leap-Ahead-Year in many ways that will carry our Company and our Trade Mark to the greatest business and achievement heights we've ever known.

Paramount WORLD

AT THE BOTTOM OF THIS PAGE is consolidation of an editorial and a double-spread advertisement from the pages of a single issue of one of the most informative, most concisely-edited and effective film trade publications found anywhere in the world - The Far East Film News of Tokyo, Japan. The advertisement was taken by Alfred J. Hitchcock at the conclusion of his recent travels in the Orient, and as a general means of expressing his manifold thanks for all of the Paramount courtesies shown him all along the way.

"Hitch's" conciseness was enlarged upon by F.E.F.N's editor, Glenn F. Ireton in one of the most constructive editorials we have ever seen in any publication. It acclaims deeds, names names, and offers practical and far-reaching suggestions.

We commend it to your earnest attention.

We also wish to commend the recent upbeat in attention being focussed on VistaVision. Being an "O.V.V.H." -- or Old VistaVision Hand as one would be called in the very part of the world where Far East Film News circulates so effectively -- it has been our wont to give moral, spiritual and physical backing to V.V.

Editorial

By GLENN F. IRETON
Editor, Far East Film News

ONCE MORE—and the occasion can't be frequent enough—an "Ambassador" of the international motion picture industry has visited the Far East. Readers of FEFN must know we are referring to Alfred Hitchcock, the very well-known producer-director. In fact, we should say "two ambassadors," because Mrs. Hitchcock revealed herself to be a most able and gracious complement to her illustrious husband.

The first martini had hardly been quaffed at the Imperial Hotel affair last week in honor of the visitors before the asides bouncing off the walls of the Peacock Room were echoing "great guy." Nothing upstage about the "master of suspense," yet he never loses the quiet dignity that is part & parcel of his English heritage.

Hitchcock told FEFN that his strongest reaction to his visit was a resolve to try to get others in Hollywood to take a trek to this part of the world. "You don't realize that you have so many friends in foreign lands, until you go there," he continued. "Also," he went on, "now when Shiro Kido comes on a set where I am working, I will remember him as 'the boss of Kahuki' back in Japan."

Hitchcock went on to say that he thought there was too great a gulf between the foreign departments of the Hollywood studios and the production and publicity offices. He said he thought that this would change in direct proportion to the travels abroad of producers and directors. "It only makes sense," he concluded, "that we know as much as possible about the people who are becoming more & more valued customers for our films."

Hitchcock let it slip to us that he was once an ad layout man, knows "the value of white space." That kind of talk really endeared him to us, struggling as we must, in our dual role as adman, in keeping FEFN ads from being type-heavy.

Paramount has been very smart in bringing, first William Holden, and now Alfred Hitchcock, to Asia. As everyone must know, the latter came here to advance such Hitchcock product as "To Catch a Thief," "The Trouble With Harry" and the forthcoming "The Man Who Knew Too Much."

It is to be hoped that the other American studios will also dispatch some of their top production people to the Far East. Now that there are more & more participating deals by top producers, directors and stars, it's in the self-interest of these people to get to know their foreign markets better. It's always in the self-interest of the international film business to create the closest kinds of bonds between its leaders.

These ends, in the case of Alfred Hitchcock, George Waltner served, when he conceived the trip. So did Hank Henry when he gave his boys the green-light on rolling out the VIP treatment. And so did Steve Clug in India, and Chana Chalkykarana in Thailand and Nobuo Metori and Toshio Ise in Japan by following through so magnificently.

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ALBERT DEANE, Editor

right from the very beginning. It has been with VV as it has been with the Paramount Trademark with us, and the word has been passed along in every way possible. From all over the world has come evidence that the message has hit the mark -- as in the instance, right, of a full page advertisement which first appeared in Variety in America, and was subsequently repeated in many parts of the world.

And now the time seems to have arrived for the definite accolade which tells the whole wide world that VistaVision is "IT" -- the perfect proportions for the perfect product.

BUILD UP BOXOFFICE GROSSES WITH
PARAMOUNT'S GREATEST PROGRAM-BUILDERS!

All the most appealing cartoon personalities your audience loves, the best of all sport reels, novelties galore... Paramount has everything to balance any boxoffice show. And this year something new and wonderful added -- feature shorts in VistaVision!

PARAMOUNT'S 2-REEL SHORT FEATURE SPECIALS IN
VISTAVISION
MOTION PICTURE - 35MM. FILMITY
Color by TECHNICOLOR

VISTAVISION VISITS NORWAY
VISTAVISION VISITS MEXICO
VISTAVISION VISITS HAWAII
VISTAVISION VISITS JAPAN
VISTAVISION VISITS THE SUN TRAILS

82 PARAMOUNT 1-REEL SHORT SUBJECTS FOR 1955-56

8 POPEYE CARTOONS
6 NOVELTOON CARTOONS
12 CARTOON CHAMPIONS
4 HERMAN AND KATNIP CARTOONS
6 CASPER ("THE SCARY SNEAK") CARTOONS
All produced by Famous Studios in color by Technicolor
4 SPEAKING OF ANIMALS CHAMPIONS
Produced by Justin Herman
6 GRANTLAND RICE SPORTLIGHTS
Produced by Jack Egan
6 PARAMOUNT TOPPERS
Produced by Justin Herman

AND
104 ISSUES OF THE WORLD'S GREATEST NEWSREEL
PARAMOUNT NEWS
"The Eyes and Ears of the World"

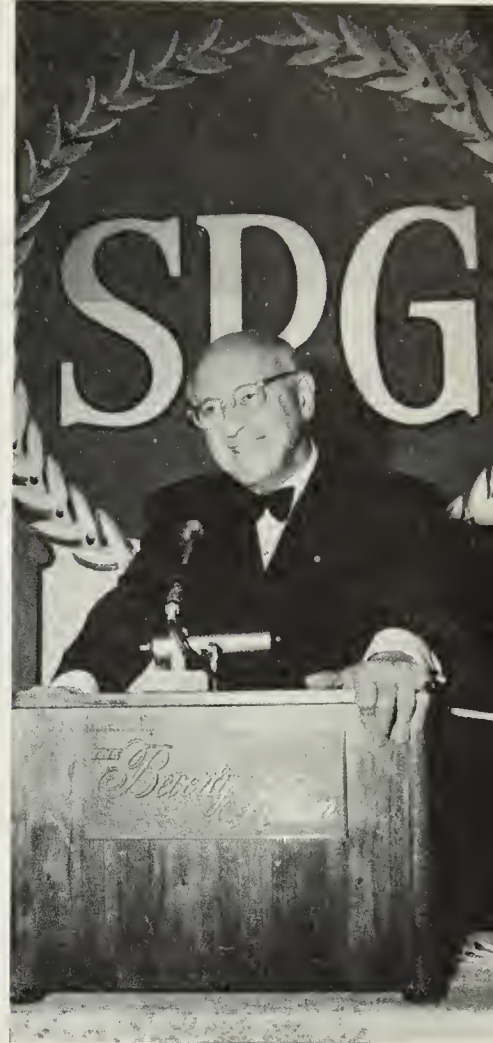
May I thank all my
Paramount colleagues
of the Near and Far
East -- from Cairo to Tokyo -- for their
wonderful help to me during my
recent visit to their countries.

Alfred J. Hitchcock

CECIL B. DeMILLE, RECIPIENT OF MILESTONE AWARD FOR 1955, HONORED BY MAGNIFICENT FILM INDUSTRY TRIBUTE



PRESENTING THE MILESTONE AWARD. Leaders on the dais at the Beverly Hilton show by their applause that the Screen Producers Guild award to Cecil B. DeMille was well merited. From left: Barney Balaban, Jerry Lewis, Anne Baxter, Samuel Goldwyn, Mrs. Goldwyn, Darryl F. Zanuck presenting the award to DeMille, Samuel G. Engel, SPG president, standing; Jesse L. Lasky, Mrs. Lasky, Mayor George David, Beverly Hills; Y. Frank Freeman.



TELEGRAM FROM THE PRESIDENT

"TO ALL ATTENDING THE GUILD'S JANUARY TWENTY SECOND DINNER IN HONOR OF CECIL B. DEMILLE I EXTEND WARM GREETINGS. I AM DELIGHTED TO KNOW OF THIS TRIBUTE TO HIM FOR HIS OUTSTANDING CONTRIBUTIONS TO THE DEVELOPMENT OF A GREAT AMERICAN INDUSTRY. WITH ALL OF YOU I JOIN IN WARM APPLAUSE."

-DWIGHT D. EISENHOWER

CECIL B. DeMILLE was paid glowing world-wide tribute the evening of January 22nd on the presentation of the Screen Producers Guild annual Milestone Award to the veteran producer-director for "historic contributions" to the American motion picture industry" over a 43-year span.

The most glittering array of film industry, civic and national dignitaries to gather in Hollywood in many years applauded as Darryl F. Zanuck, last year's recipient,

MR. DE MILLE'S SPEECH, IN FULL, FOLLOWS:

Mr. Toastmaster, Mr. President, honored guests, ladies and gentlemen:

In my 43 years in Hollywood I have passed many milestones marking the progress of our industry.

None has ever loomed larger in my mind - or moved me to deeper appreciation - than this Milestone Award of the Screen Producers Guild, coming as it does from my fellow-craftsmen, the men of my own profession, who know our work from the inside and from top to bottom, and who have thought me worthy to receive this award, one of the highest and most coveted of Hollywood's honors.

I thank you from my heart.

No one knows better than you that motion pictures are an industry and an art in which no one stands alone.

The debate will go on for a long time, whether the producer or the director, the writer, the cameraman or the editor or the actor is the most important and responsible artist in the production of a motion picture.

We need not try to settle that debate tonight.

The fact that it is debated is proof that none of us stands alone - proof of how greatly we are dependent upon each other.

So, when you honor one individual, you are honoring all those who have worked with him and all those from whose work he has learned and benefitted.

In my case their names would make a very

made official presentation of the award. The Grand Ballroom of the Beverly Hilton was jammed and bejewelled for the occasion.

DeMille, now in the midst of producing his most important picture, THE TEN COMMANDMENTS, climaxed the evening with a speech in which he sounded a call for adherence by picture-makers to their responsibilities, reminding that "with the duty to our art" goes a duty "to the audience for whom we make our pictures."

lengthy list.

It is a deeply moving experience to see so many of them here tonight-especially to stand in the reflected glory of so many stars who have lent their brilliance to deMille pictures-from the first SQUAW MAN to the second TEN COMMANDMENTS - and who tonight have filled my heart by this wonderful tribute.

And I am particularly happy that sitting with me at this table are the two young men I used to join at a much more modest table 43 years ago - two young men who have carved their names on imperishable milestones along the path of motion picture history, my first partners, Jesse Lasky and Samuel Goldwyn.

I cannot name all the others whose presence here multiplies my happiness this evening for I would have to name everyone in the room.

And I am particularly touched by the presence of those who have come from outside the industry to share this family gathering with us.

Your distinguished presence honors us all. But I cannot stand here surrounded by so many friends old and young, including some who were not yet born when I first came to Hollywood, without thinking also of the others who did so much to make our industry great and are now gone out of this world of shadows and images into the Light.

I cannot think of them and their work without wishing again, as I have wished many times, that we and the public were more aware of the dramatic riches we have stored in our vaults - the classics of the screen.

Of course we have occasional re-issues,



Jerry Lewis was at times a very mobile Toastmaster, moving among the dais guests at will. Here he imparts a private quip to three of the guests -- Rev. Charles S. Casassa, S.J., president of Loyola University, Los Angeles; Charlton Heston, and Barney Balaban, president of Paramount.

We do not say that someone re-issues "Hamlet" or "Lohengrin" - or that, the next time you go to the Louvre, you can see a re-issue of the Mona Lisa.

You might as well say that God re-issues the sunset every evening.

When we think in terms of re-issues, we automatically condemn the picture to second-rate treatment by the publicity and advertising departments, by the exhibitors - and by the public.

The great classics of the screen deserve

better treatment than that - for they remain not second-rate, but first-rate specimens of the motion picture art.

And I include among them a number of the old silent pictures - which, for pure motion picture art, have not been surpassed by sound - and which should be presented to the public on special projecting machines running at 60 feet a minute, instead of the present 90, that makes great artists jump about like Woody Woodpecker.

This industry will not come of age until it makes a determined effort to keep its own classics alive - and to present them regularly to the public in a manner worthy of their merit and worthy of the great names of those who made them.

Among the host of names, there is one that towers like a mountain.

His spirit and influence are present in every gathering of motion picture people.

His hand can be seen in every motion picture that is made - David Wark Griffith.

Many years ago, some people used to flatter me by saying that Griffith and I were rivals.

Griffith had no rivals. He was the teacher of us all.

Motion picture historians are saying now - and truly enough - that Griffith did not invent the closeup or cross-cutting or some of the other techniques with which he has been credited.

That does not take away from his glory. He did something more important than to invent these techniques.

He was the first to realize fully their dramatic value, the first to raise them to the level of a fine art, the first to give the motion picture camera its own unique and fluent language.

Griffith was the first to photograph thought.

We all learned that from him and - we have been using it ever since.

But if we are the heirs of Griffith and the other pioneers, we have inherited also a great responsibility.

We should be humble when we hear learned students of the arts maintain that motion pictures are or can be the highest form of art the world has ever known.

It is still more humbling to realize the undoubted fact that motion pictures are far and away the most popular art the world has ever known.



Five guests at the SPG dinner. L-R: Barney Balaban, Cecilia DeMille Harper (daughter of Cecil B. DeMille), Samuel Goldwyn, Mayor Norris Poulson of Los Angeles, Y. Frank Freeman.

Only music approaches motion pictures in universal appeal - and not even music has the worldwide impact that our pictures have.

Mr. Freeman has told us the astonishing figures of world attendance at DeMille pictures.

That figure is dwarfed when you add to it the gigantic totals of attendance at your pictures.

The figures alone are staggering - but the



Toastmaster for this most representative of all Hollywood functions was Jerry Lewis. Yes, Jerry Lewis.

And according to eye-witness accounts, Jerry did a magnificent job of blending tributes and whimsical humor. Shown here enjoying a Lewis sally into wit are the Guest of Honor and Jesse L. Lasky. At left is Mrs. Samuel Goldwyn.

Imagination falters completely when we try to assess the influence of our pictures upon the billions who see them.

Your mail undoubtedly brings you the same testimony that mine brings me.

Within the past two years, four Prime Ministers, of four increasingly important countries have told me of the influence our pictures have



Here is a close-up of the actual presentation ceremony. Mr. DeMille is receiving the Milestone plaque from Darryl F. Zanuck as Anne Baxter, of the star cast of the mighty production of THE TEN COMMANDMENTS, and Jesse L. Lasky look on.

had on them personally, when they were growing up.

Here is part of a letter I received while I was in Egypt, from the Prime Minister of Pakistan, concerning THE TEN COMMANDMENTS:

"I hope that your latest effort in promoting a better understanding of the ideologies of the three greatest living religions of this world will succeed.

"At a time when all our moral and religious values are in jeopardy from a new pseudo-religious creed, it is imperative that there should be a greater understanding, fuller cooperation and much goodwill between the peoples of these three great religions so that a combined and coordinated effort may be made to safeguard our respective Cultures and Traditions.

I am still quoting from the Prime Minister's letter -

"God has given you a most powerful medium

for the projection of thoughts and ideas and I sincerely hope that you will undertake with missionary zeal the task of producing films which will have this definite objective in view so as to bring about religious understanding with a view to the safeguarding of our free and democratic way of life."

Unquote from Mohammed Ali.

When leaders of nations tell us - as the highest officials of Egypt and Burma have told me - that as boys they derived their conception of the world, their ideas of right and wrong, from American motion pictures, they bring home to us our awe-inspiring responsibility.

It is a sobering thought that the decisions we make at our desks in Hollywood may intimately affect the lives of human beings, men, women and children throughout the world.

As I see it, our responsibility is twofold. We are responsible as artists and as molders of men's thoughts.

We have a duty to our art and a duty to the audience for whom we make our pictures.

We must keep these two responsibilities clearly in view all the time.

If we do that we may be able to keep our industry free of the forces which threaten to corrupt it from within and the forces which threaten to cramp and stifle it from without.

Our greatest danger from within the industry is the worship of the golden calf - the temptation to care nothing about what we put on the screen as long as it makes money.

Of course any business must make a profit.

Sir Henry Irving one of the greatest artists of the stage said the theatre "Must be carried on as a business or it will fail as an art."

But we betray our responsibility as artists and as molders of thought if money-making is the only goal we seek in the making of our pictures.

Perhaps we think that vice sells at a higher price than virtue.

Unfortunately it often does in this world.

Perhaps we think it is easier to draw a crowd by pandering to their lowest tastes than by inspiring their highest ideals.

It is easier and cheaper - cheaper in every way that you can think of.

But it is treason to the human spirit - and treason to the art we serve.

And we are simply stupid if we have not learned that, in motion pictures, dirt is not necessarily pay dirt.

Take three of the biggest grossing pictures ever made - GONE WITH THE WIND, GOING MY WAY, and THE GREATEST SHOW ON EARTH.

Any one of them is a picture to which you could take your children without having to brainwash them afterwards.

There is another way also in which the golden calf rears his head in our industry - the tendency of some of us to pull apart instead of pulling together, the tendency of groups within the industry to grab all they can for themselves without regard for the industry as a whole.

No industry can survive being pulled apart and constantly bled by selfish interests within it.

And this industry will not survive if management tries to run it without regard for labor - or if labor tries to wreck its economic structure by unrealistic and unreasonable demands - or if agents misuse the power which their control of talent gives them - or if exhibitors forget that they are showmen and that good exhibition demands as much showmanship as good production does.

A man is no better than what he leaves behind him.

If we leave behind us an industry broken by greed or even a commercially successful industry built on filth, and false values, dis-

Individual tributes to Mr. DeMille by his associates of a lifetime begin on the opposite page and continue on Pages 12 and 13.

tortion of the truth and glorification of the seamy side of life, when we are no better than those sordid leavings.

Yet at the same time I need hardly tell this audience that it is not the primary business of motion pictures to preach sermons - or to distort the truth by showing a picture of the world which is false because it leaves out the fact that life has a seamy side.

There are well-meaning people who want art to be so antiseptic that - if they had their way - they would repeal the very definition of art as a mirror held up to nature.

These good people try very hard to get their way - sometimes by censorship, sometimes by means of organized and disciplined pressure groups.

I stress the fact that these people are good and well-meaning - but - they know not what they do.

Neither motion pictures nor any other art has the right to corrupt morals.

But it has the right to be judged as an art - and by judges who know what they are talking about.

There is one Biblical subject which I have long wanted to produce.

I have done considerable work on it, at considerable expense.

But I was halted when one influential religious leader - after reading my treatment of the subject - said, and I quote him, "You simply cannot show anything evil in the same picture with the spotless purity of this subject."

This kind of thinking betrays a lack of understanding.

A motion picture requires drama and action. Drama means conflict.

Continued on
Page Twelve.



Today and Yesterday Mr. DeMille with some of the thousands of personalities he has been associated with in the course of his forty-three years of motion picture production. Front row, from left: Jesse L. Lasky, Virginia Bruce, Loretta Young, Julia Faye, Walter Brennan, Jane Darwell, Mrs. Dustin Farnum, Mr. DeMille, Barbara Stanwyck, Reginald Denny, Kathlyn Williams, Claudette Colbert, Raymond Hatton, Susan Hayward, Catherine DeMille Quinn, Beulah Bondi, Eddie Quillan. REAR: Rod La Rocque, Fredric March, Ben Alexander, Richard Cromwell, Ricardo Cortez, Paul Kelly, Yul Brynner, Laraine Day, Charlton Heston, William Boyd, Lon Chaney, Jr., Gary Cooper, Ward Bond, Anthony Quinn, Henry Wilcoxon, James Stewart.

Quoting WILLIAM HOLDEN

Bill Holden was present at the dinner and was so thrilled by Mr. DeMille's speech that afterwards he telegraphed him as follows:

"THANK YOU AND THANK GOD FOR YOU."

SENTIMENTS OF PARAMOUNT'S PRESIDENT

Mr. Balaban's tribute to Mr. DeMille began:

"In the happy task of paying tribute to Cecil B. DeMille, I am minded of the American tourist in London who sought in St. Paul's Cathedral some tangible tribute to Sir Christopher Wren, the great architect who had created and built the magnificent edifice. No statue or bust could he find, so he questioned an attendant as to Sir Christopher's memorial. "Just look about you, sir, and you will see it," the attendant said.

"And so it is with what Cecil B. DeMille has wrought in Hollywood.

"Just look about you. The evidence is everywhere. 'C.B.' was in at Hollywood's beginning. He has given it life, and hope, and vigor and strength every moment since. And as he stands on the threshold of the three-quarter-century mark, a continuing symbol of life, hope, vigor -- and imagination -- it must be evident to all that Hollywood must and will go on to still greater heights. Hollywood itself is Cecil B. DeMille's tribute to his work."

Of DeMille's crowning achievement, Mr. Balaban said:

"How can one, at this dawn of 1956, mention Mr. DeMille's name without linking it to the climactic creation of this inspired producer's life? All of us must - and do - feel the electric tension of THE TEN COMMANDMENTS. We feel it for two reasons: First of all, the spiritual message of The Ten Commandments, the Law of Man, is with us always. Secondly, the film recreation of this most dramatic passage in the history of Mankind, represents the apex of Mr. DeMille's entire creative life.....Even if 'C.B.' never created another film, and even if he had done nothing before this film, his place in film immortality would be secure.....Our industry can never be too grateful for the inspiration, the guidance and the film creativeness of our guest of honor this evening -- Cecil B. DeMille."

Y. Frank Freeman did a masterful job of showing the upbuilding of Cecil B. DeMille's career, from the initial picture that

gave 'C.B.' his abiding faith in the greatness of the film as a medium, and the power of the motion picture as an industry, up to the might represented by his newest and greatest creation. Mr. Freeman delivered this progression through facts and figures which revealed Mr. DeMille as a giant among his fellow film-makers, and then he concluded on these stirring notes:

".....that is the impact that this man, through the medium of the motion picture industry -- through his faith, through his courage, through the confidence in his fellow workers and the help that the people in this industry have given to him -- has been able to bring about. Mr. DeMille did not do this alone. He did it with some of the most loyal workers that have ever been assembled in any place at any time. Men who respected Mr. DeMille. Respected him because of his intolerance of idleness, incompetence, laziness -- for his praise for the man who did the job well. He has done his job well.

"This industry stands today where it is because of the leadership that Mr. DeMille and men like him have given.....The work that this man has done will never cease. The grandchildren of the people in this room tonight, and their grandchildren long after Mr. DeMille has left us, will be looking at motion pictures created by him and the impact will still carry on....

"....he has instilled in all of us in the Paramount organization a faith and a confidence that never would have existed without his presence....

"And I know that tonight when he leaves here with this great tribute that is paid to him by his fellow workers in this industry, the award that is given him and the many other awards that he has received, and as he stands alone in his home, he will ask of himself, "Have I kept the faith?"

"And I say to you, C.B., and all the people in this room, and the people throughout the world -- and from all corners of the world there will come back the echo and the answer...."You have kept the faith!"

Also read at the Screen Producers Guild dinner by Mr. Engel were congratulatory telegrams from Vice President Richard Nixon, General George C. Marshall, Carlos Romulo, Philippines Ambassador; Fleet Admiral Chester W. Nimitz and numerous others.



Among the great stars of earlier Cecil B. DeMille pictures present at the Milestone Dinner were Fredric March and Barbara Stanwyck.



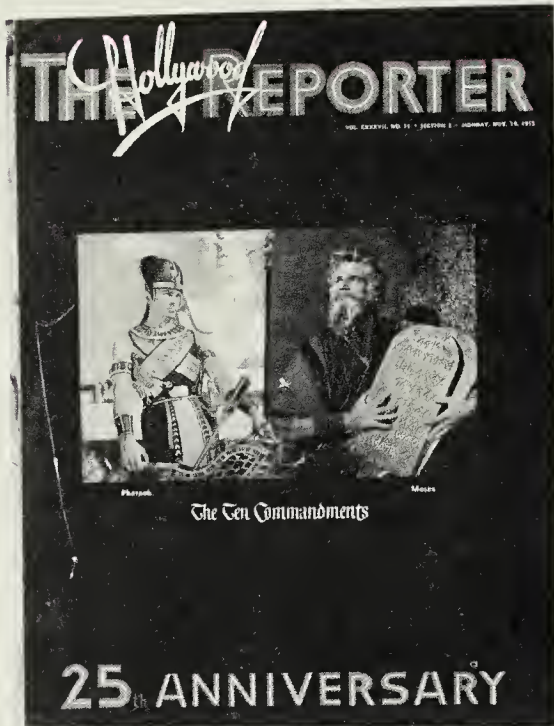
Jerry Lewis, at right, is one of the few great stars who has never been directed by Mr. DeMille. The other three, who have been directed by 'C.B.', are Gary Cooper (NORTH WEST MOUNTED POLICE, THE PLAINSMAN and UNCONQUERED), Charlton Heston and Yul Brynner, both of them in THE TEN COMMANDMENTS. And by the way, Yul Brynner has just had a great wish granted - he is to be allowed to direct a Paramount picture.

THE MIGHTIEST PICTURE

Do not 'break' "THE TEN COMMANDMENTS"

We submit for your approval and possible use the following instruction in connection with the title of Cecil B. DeMille's Paramount production:

At no time, when typing or writing the title of THE TEN COMMANDMENTS, break it so that part of it appears on one line, and the balance on the next line. Even if you have to shorten the line on which the title normally would have begun, do so, in order that the full title will appear completely on the next line.



Hollywood Reporter, celebrating its 25th Anniversary with the mightiest issue in its history, devoted its cover to a multi-colored scene from Mr. DeMille's production.



Fine picture spreads on THE TEN COMMANDMENTS are beginning to appear around the world. Here's one from Caretas of Lima, Peru.

A LIGHT, MODERN
- AND COOL - TOUCH

Mr. DeMille, right, and three of his associates, bathe in the Red Sea en route to locations on the Sinai Peninsula. The three, reading from left, are: Loyal Griggs, in charge of photography; Henry Wilcoxon, Associate Producer; and Charlton Heston, who plays the role of Moses.



ON MOUNT SINAI - After Cecil B. DeMille and Charlton Heston, third and second from left, had reached the Monastery of St. Catherine's on the slopes of Mount Sinai, and had rested from the exhausting journey from Cairo, they were taken on their first tour of the sacred edifice by the monks. In all, they and the other members of the production unit lived at the Monastery for more than a week. It proved to be a reverentially moving experience for every one of them. This is most apparent in the sequences of history's greatest film -- THE TEN COMMANDMENTS -- which were filmed on Mount Sinai.



The Mightiest Picture is....
"The Ten Commandments"

The great special effects of the mighty DeMille production have required the building of special studio towers like this one erected by John Fulton's department. In the foreground is the DeMille Gate to the studio, with Ray Getman the attendant when this picture was shot.

News from the North American Branch Offices

KANSAS CITY The invitational preview of **ANYTHING GOES** held Friday night, January 13th at the Oak Park Theatre was a tremendous success. Exhibitors from all the circuits and top accounts were present. Because of its popularity, the "SRO" sign was needed. Comments after the preview were very favorable.

The annual Christmas Party was held in the branch office Thursday, December 22nd. At that time we bid farewell to Fred Hellweg who was Office-Booking Manager at the Kansas City Branch for four years. Fred was elected as a member into Paramount's 100% Club this year. We all wish Fred the best of luck and continued success with the Buena Vista Company in Denver, Colorado. At this time we congratulate Tom Gooch who has assumed the position as Office-Booking Manager.

We welcome Ken Waltermann, clerk, to the Paramount Family.

- Virginia Friday

OMAHA Since I have taken the job as Ledger Clerk, I haven't quite had the time (Ahem!) to write in to Paramount World, so I will now take the time to wish our newest employee, Mrs. Bobbye Shiller, all the luck there is with her new job as secretary to the Office Manager. Bobbye is from that lil' ol' Southern state of Arkansas, and the cutest little accent you never have heard, (except for you all who talk thataway too.)

We also wish all the luck in the world to our former ledger clerk, Mrs. Norma Mountain, who now has her first income tax exemption, a beautiful baby girl, Jane Denise. We regret to have lost our former biller, Patti Alexander, who resigned at the end of the year.

We screened **ANYTHING GOES** in the Orpheum Theatre, Friday the 13th, and I can truthfully say that it's a great picture and will do wonderful business. I am a great fan of Bing Crosby Another picture all the exhibitors are waiting to get their hands on is **TROUBLE WITH HARRY**, still another is **THE COURT JESTER**. We are all waiting to see these two also when they open in Omaha.... **ARTISTS AND MODELS** ran two great weeks here in Omaha, and really pulled in the loot. I sure would like to have a part interest on one of these pictures. I'd be rich!

- Janet Mears

CINCINNATI We, the Cincinnati Branch, want to welcome aboard Stuart Jacobson, who is now our new Sales Manager, and hope he will be very happy being a member of the "Paramount Family." We also extend a hearty welcome to Arlene Lemmel, our new Switchboard Operator.

We were taken by surprise this month when two nuptials took place within 24 hours. Betty Turner, Booker, walked down the aisle of matrimony with Vince Brock, and Beverly Mursinna, Contract Clerk, did likewise when her fiancé, Clyde Wullenweber, now serving with the United States Army, came home on furlough.

Mr. A.C. Brown, the traveling auditor now in Cincinnati, has related some unusual and eerie experiences when he was in England during

Jack Perley Made Assistant to Sidney G. Deneau



JACK PERLEY

Jack Perley, who since 1950 had been sales manager at Paramount's New York Branch, was promoted January 23rd to assistant to Sidney G. Deneau, Western U. S. sales manager.

In his new post, Perley will be stationed at the home office. He was recently elected a member of Paramount's 25-Year Club.

the Blitz. There were several occasions when he missed death by mere seconds.

Fannie Voss, our oldest employee, who is in charge of the Inspection Department, is back from spending a well-earned three week vacation in sunny Florida.

We are all looking forward to our annual Valentine Party to be held after office hours here in Cincinnati.

-Ralph Buring

VANCOUVER

A Happy New Year to all from the Vancouver Branch. A lot

has occurred here in the past year. Here are a few of the most memorable events:

Everything has settled down since the excitement of our move into the new Film Exchange Building. It is a beautiful building, and we are very happy to be finally in it. The move itself was a big one for us but it didn't take too long to get back to normal.

Not long after our arrival Cary Grant came to town on a personal appearance tour for **TO CATCH A THIEF**. We were all thrilled to meet such a great personality and almost too excited to think to ask for his autograph. I said almost! He has left a very good impression here on the west coast of Canada, and undoubtedly all across the nation.

We had a few changes in staff during the last half of 1955. Marcia Cain, Booking Stenographer, left and was replaced by Rosemary Jang in our front office, and in the back office our Shipper, Harvey Levin, left to become booker with another company and was subsequently replaced by Mel Hayter who was promoted from revisor. Our new Revisor is Alfred Chisholm. We'd like to welcome the newcomers and congratulate those who received promotions.

A bowling league was formed in September, comprising members of the various film companies. Paramount has naturally entered a team, but unfortunately we are not doing too well. We have a lot of fun however, and keep on trying.

Academy Award nomination time is coming up again and we are all sure that Paramount will receive as many nominations as usual, if not more, with such tremendous pictures as **THE ROSE TATTOO** and **THE DESPERATE HOURS**. We're sure it will prove as exciting as ever and are all looking forward to it.

FROM THE COLUMNS OF MOTION PICTURE HERALD (and cont. on Page 10)

DENVER--Jim Ricketts, Branch Manager, chairman of the distributors committee for Brotherhood Week, held a meeting of exchange people at the Paramount screening room, when plans were mapped for the forthcoming collection. . . **JACKSONVILLE** --Publicist Leonard Allen went back to Atlanta



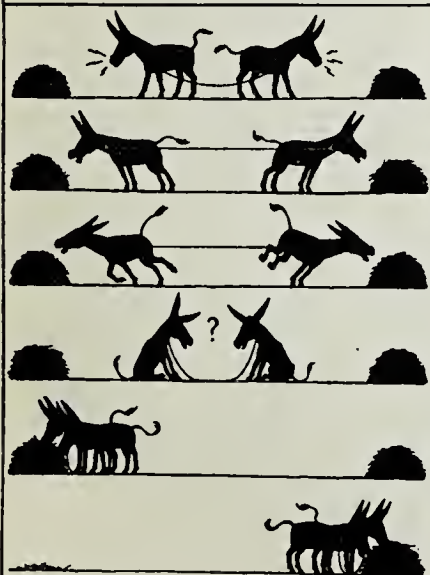
HOLLYWOOD - Exhibitor R. M. Huntling, of the Airport Drive-in, Omaha, a Paramount customer, is welcomed by Cesar Romero when he visits the set of **THE LEATHER SAINT**. This was Huntling's first view of a film set. He flew his own plane to California.



Bob Hope, on set of **THAT CERTAIN FEELING**, greets a friend, Arnold C. Sorenson, Scout Executive of the Los Angeles Area Council, Boy Scouts of America, one of the organizations he frequently aids in his continuing interest in community welfare.

TEAM WORK

An Editorial Without Words



QUALITY PRESS

1735 S. Elmwood St. Phone MCH 6122 Milwaukee, Wis.



HOLLYWOOD - "Pardners" Dean Martin and Jerry Lewis welcome a couple of Canadian showmen to the set of **PARDNERS**. They are Oscar Legault, Hawkesbury, Ontario, left, and his manager, Monty Montpetit.



MEMPHIS - Obviously happy over what they have seen from the preview of **ANY-THING GOES** are, Right to left: W.A. Thompson, District Manager, Tenarken Paramount Corp., Strand Theatre, Memphis (in which house the screening was held); R.X. Williams, Lyric, Oxford, Miss.; Nathan Reiss, Reiss Enterprises, Covington, Tenn.; Paramount Branch Manager Howard A. Nicholson.



HOLLYWOOD - Albert Bendmayor, of Northwood Theatres, Baltimore, and Mrs. Bendmayor on a California visit are welcomed to Paramount by John Derek, star of **THE LEATHER SAINT**, on the picture's set. Derek plays the role of an Episcopalian clergyman turned prizefighter in this exciting new film.

PARAMOUNT'S

THE TROUBLE WITH HARRY

...produced and directed by Alfred Hitchcock, filmed in VistaVision and Technicolor, starring Edmund Gwenn, John Forsythe and Shirley MacLaine, has caught the public's fancy, and is doing solid boxoffice business all over the country!

The nation's newspaper critics have also gone overboard in praise of this 'unexpected comedy-thriller' from the master of movie suspense. The ely Hitchcock sense of humor, and his glorious use of VistaVision and Technicolor while filming the beautiful Vermont countryside, locale of the film, also come in for particular praise. Following are excerpts from some of the rave reviews:

NEW YORK CITY - "Hitchcock's 'Harry' alive with hilarity. New comedy crackles with fun...in addition to being puckishly pretty, Shirley MacLaine has emerged as an actress of considerable charm and ability...the Technicolor camera, aided by VistaVision has captured the striking pictorial Vermont scenery!" - Daily Mirror

"Laughter has faintly spiced most Hitchcock films, but here it takes over the whole work with gusto, mischievous, spontaneous force. In its way, 'Harry' ranks among the funniest pictures of the year!" - W. Telegram & Sun

"Shirley MacLaine is a refreshing apparition...people should enjoy the comedy as much as Hitchcock obviously enjoyed making it!" - Herald-Trib.

SAN FRANCISCO - "An audacious and delightful comedy, acted by a deft cast!" - Chronicle

"A funny, charming slightly naughty force on murder with a corpse that keeps bobbing up at inappropriate times!" - News

"Hitchcock comes up with new angles on mystery fun!" - Examiner

MIAMI - "You never heard people laugh so much...the Vermont landscape is breath-taking!" - News

"You'll have a hilarious time laughing!" - Herald

ST. LOUIS - "Top hilarity, unsurpassed in the annals of Hollywood...rollicking script!" - Globe-Democrat

"Sheer delight...a collector's item of slightly mad but charming nonsense!" - Post-Dispatch

CLEVELAND - "Hitchcock delivers much laughter...Shirley MacLaine and John Forsythe, two newcomers are fascinating and bound to click on the screen!" - P. Dealer

"Delightful! The picture was filmed in Vermont and the backgrounds are magnificent!" - Press

"Hitchcock is up to his old tricks, and the result is first-rate entertainment!" - News

MINNEAPOLIS - "When people walk out of a movie giggling, and keep giggling over it when they're two blocks away from the theatre, it's a pretty good indication the picture was fun." - Tribune

1/24/58
Paramount Film Dist.
Corporation:
"Harry" opened Strand
Theatre to biggest
opening in years.
Yesterday still going
strong. Manager
advises that audience
stood at conclusion
of picture and
applauded, an event
without precedent in
his memory. Regards.
Buffalo Branch

after working on advertising campaigns for **THE ROSE TATTOO** and **THE TROUBLE WITH HARRY**. . . .
MINNEAPOLIS--Orville Anderson was elected sergeant-at-arms of Local 31 of IATSE. . . .Leslie Bird, formerly of United Artists, is our new booker. . . .**WASHINGTON**--Recent visitors included

William Perlberg and George Seaton, in connection with **THE PROUD AND PROFANE**. . . .**CHARLOTTE**--**THE TROUBLE WITH HARRY** made a big hit with movie fans at the Plaza theatre. Film was held over for several days. . . .

FLASH - We just (Feb.13) got pix of the Dallas Christmas Party. Too late to do 'em justice in this issue, but we'll have them as a Christmas-in-March feature next month.

GOOD NEWS ABOUT DAVE KIMELMAN

A Pittsburgh despatch, relayed to Paramount World by Marguerite Bourdette, secretary to Eastern Sales Manager Hugh Owen, reports that Dave Kimelman is in splendid shape following his recent serious operation. The Pittsburgh branch manager's hospitalization should be over by the time these lines appear, and he should be home for convalescence.

Then back on the job for the greatest Paramount productions in all his long and illustrious career with the company.



CHARLOTTE, N.C. - This is a scene with some nostalgic 1955 overtones. It was made at a time when these Paramounters -- Bookers and an Office Manager -- could scarcely take time off to face the camera. The sextette, L-R, are: Jerry Helms, Jake Neil, Max Price (Office Mgr.), Weber Howell, Sam Sanders and Guss Heffner.



CAMERA RECORD OF THE BRITISH SCENE

PAGE 4—TO-DAY'S CINEMA

FRIDAY, JANUARY 27, 1956

UP AND DOWN THE *by Onlooker* STREET



WEDNESDAY evening Fred Hutchinson, Paramount's managing director, was host to a small party of leading exhibitors, when he screened the company's new and spectacular VistaVision subject, "The Vagabond King," a highly polished, beautifully staged and exciting streamlined version of the classic musical.

Powerful

MORE importantly, it marks the debut of a newcomer, who I predict has a big future in pictures. He is Oreste, a young Maltese boy with a powerful voice of seemingly

limitless range. He has a faint resemblance to Richard Green, swashbuckles in the part of Francois Villon with all the abandon of an earlier Errol Flynn, and has a physique that makes him the ideal screen hero.

THE film will have its world premiere in London at the Plaza on April 5. Clearly Fred Hutchinson's select and expert audience was vastly impressed by this newcomer.

I CHATTED with Mrs. Okin, Sol and Mark Sheekman, Alf Shipman and his brother Michael, Sam Graham, Nat Cohen and Phil Giles of A.B.C.

ORESTE is only one of a number of newcomers being groomed by Paramount for stardom, and in the company's policy there is a sage counsel for the whole industry, for we are sadly in need of new talent. Today's top marquee names have been there a long

time, and moreover their enormous salaries are a burden that the industry cannot so easily afford today.

BUT above all else, we have got to capture the public with new and exciting names. Oreste is certainly one of the right kind and with a big potential.

FOR a certainty people will compare him with Mario Lanza. Certainly there's the same robustness of voice, but Oreste, for me, has the more pleasing and natural personality. And, ladies, he's so easy on the eye!



LONDON - This editorial in To-Day's Cinema was but one of many trade paper compliments which came Paramount's way when Managing Director Fred Hutchinson gave a special private screening of THE VAGABOND KING. The exhibitors who lauded the picture to the skies were of the very top echelon of British cinema exhibition.



LONDON - Danny Kaye, arriving for premiere of THE COURT JESTER, is welcomed by Ted Leather, M.P., of the committee of the West Indies Hurricane Relief Fund, beneficiary of premiere.

Audrey Hepburn is a steadfast proof of the fact that a talented, glamorous gal really can be a prophet in her own home town. The London press always seems to find Audrey sure-fire copy, as this lavish spread in the Daily Mirror of January 18th proves. Here we find the real Audrey, at right, together with Sweden's Marianne Hermanson, left, who is always being mistaken for the Paramount star, and, at bottom, Holland's Anna Maria Frances, Audrey's official stand-in who, pardonably, is most often mistaken for the star of WAR AND PEACE.

THE INDEPENDENT PAPER
TO-DAY'S CINEMA
HAL WALLIS
THE ROSE TATTOO

THE INDEPENDENT PAPER
TO-DAY'S CINEMA
British
Paramount
News
EXCLUSIVE
SERVICE

Paramount
MAINTAIN THEIR
CONSISTENT SUPREMACY
WITH PICTURE AFTER PICTURE IN...

**HIGH-WIDE-HANDSOME
VISTAVISION**
MOTION PICTURE
HIGH QUALITY

Released JAN. 23
THE ROSE TATTOO
CAST: GRANT - KELLY
DIRECTOR: ROSS HOFFMAN

Released FEB. 13
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released MAR. 19
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released MAR. 25
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released APR. 5
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released APR. 12
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released APR. 19
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released APR. 26
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released MAY 3
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released MAY 10
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released MAY 17
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released MAY 24
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released JUN. 1
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released JUN. 8
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released JUN. 15
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released JUN. 22
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

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DIRECTOR: ROSS HOFFMAN

Released JUL. 27
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released AUG. 3
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released AUG. 10
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
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Released AUG. 17
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released AUG. 24
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released AUG. 31
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released SEPT. 7
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released SEPT. 14
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released SEPT. 21
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released SEPT. 28
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released OCT. 5
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Released OCT. 26
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released NOV. 2
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released NOV. 9
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released NOV. 16
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released NOV. 23
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released NOV. 30
THE VAGABOND KING
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Released DEC. 7
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Released DEC. 28
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Released JAN. 4, 1956
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released JAN. 11, 1956
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released JAN. 18, 1956
THE COURT JESTER
CAST: DANNY KAYE, GINGER JOHNS
DIRECTOR: ROSS HOFFMAN

Released JAN. 25, 1956
THE VAGABOND KING
CAST: FRED HUTCHINSON, ORESTE
DIRECTOR: ROSS HOFFMAN

Released FEB. 1, 1956
THE COURT JESTER
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Released OCT. 28, 1957
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Released NOV. 4, 1957
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Released NOV. 25, 1957
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Released DEC. 2, 1957
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Released DEC. 9, 1957
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HELSINKI - In Finland's capital, Einar Lindstrom, already a member of Paramount's 25-Year Club, receives from Manager Kurt Troupp, left, the 25-Year Medal of Merit.

(Note particularly the artistic background effect secured by entwining with ivy the portraits of Paramount executives.)

ALSO NOTE...

In connection with the above presentation, the following letter of information from Continental General Manager John B. Nathan:

"The presentation by Kurt Troupp to Mr. Einar Lindstrom of a 25 Year Medal of Merit is in accord with a long-established custom in Finland whereby the Central Chamber of Commerce requests that employees of all important companies receive a silver medal after 25 years of service and same is done by all major firms, State Offices, etc. It is a semi-official medal."



CECIL B. DeMILLE ADDRESS Continued from Page 7.

You cannot show the brightness of good unless you show it in contrast to the darkness of evil - nor can you do it by putting preachments in the mouths of your characters.

Some professional moralists tell us that art should ennoble and strengthen character.

Strong characters are not formed by being blindfolded and wrapped in cotton wool.

Life is a warfare between good and evil - and, as the great Puritan poet, John Milton, put it, "he that can apprehend and consider vice with all her baits and seeming pleasures, and yet abstain, and yet distinguish, and yet prefer that which is truly better, he is the true warfaring Christian."

The really great moralists - men who have thought deeply on the problem of art and morals - have understood that.

Only a few months ago, the Catholic Bishops of Germany wrote - and I quote - that "to call things by their right names, and to recognize the power of evil in the world, is of great value," precisely because it "gives rise to shocks which can have a wholesome effect."

The German Catholic Bishops express their gratitude to writers who "mirror reality" as it is, instead of painting a "sentimentalized---untrue picture" of "human existence, its struggles, defeats, and triumphs."

This broad and deep understanding of the function of art is a far cry from the pettiness of censors whose whole idea of morality is apparently bounded by the length of a skirt and the depth of a bodice.

It would be really immoral for us to por-

FILMHISTORIENS BÅDA MÄKTIGASTE VERK ÄR PARAMOUNTFILMER

Dessa båda filmer är "The Ten Commandments" och "War and Peace". De görs av regissörer som ha hållit på med filminspelning alltifrån filmens början, Cecil B. deMille och King Vidor. Filmerna spelas in för det bolag, Paramount, som har varit verksamt inom filmen från början. Och båda filmerna kommer att utsläppas inom ett år.

Ni kommer att undan för undan bli delgivna intressanta och värdefulla uppgifter om filmerna. Och det är givetvis av stor vikt, att dessa meddelanden utnyttjas på bästa möjliga sätt, så att alla parter inom Edert distrikt får klart för sig, att "The Ten Commandments" och "War and Peace" är de mest storslagna filmverk som hittills åstadkommit inom branschen. Det rör sig givetvis om meddelanden, som nödvändigtvis måste delges inte bara vederbörande inom branschen utan också pressen, skolfolk och speciellt publiken. Aldrig tidigare har en sådan mängd av strålande filmverk frambringats, och Paramount intar härvid främsta rummet. Och nu gäller det för oss alla att visa oss värdiga alla dessa enastående filmskapelser.

Förutom de nämnda båda filmerna finns det en hel del andra av högsta klass. En sida i detta

tray a world that contained no evil or a world in which evil was never strong or alluring. It would be immoral because it would be untrue.

We would be really corrupting the minds of youth if we taught them that they are living in a world where virtue triumphs because it has nothing to triumph over - for what is more corrupting to the mind than to be taught a lie?

In a very real sense we are defending morality when we fight censorship and when we refuse to yield to the ridiculous demands of pressure groups - and I am not saying that all their demands are ridiculous, but some of them, in your experience and mine, can certainly be called that.

Our responsibility as artists and as molders of thought makes great demands upon us - and the greatest of these is the demand for self-discipline.

Censorship is not the answer - but neither is unbridled license.

We do well to fight censorship - but the best way to fight it is to give it no legitimate grounds for attacking us, while defending to the full our right to portray the world as the world is.

You may say that I am asking the motion picture industry to walk along a razor's edge, with deep pitfalls on either side.

And perhaps I am.

I have never said or thought that being molders of the world's thought was an easy job - but that is one reason why, after 43 years, I

nummer ägnas åt dessa utomordentliga filmer, vilka utsläpps från vår studio innevarande år, och är det av vikt att dema också studeras.

Här finns även införd en redogörelse för den uppvaktning av Cecil B. deMille som ägde rum den 22 januari. Som Ni finner gick den helt i hjärtlighetens tecken. Och man kan säga, att den indirekt var en hyllning till Paramount, då det ju är genom Paramountorganisationen som de deMillska filmverken nått publiken över hela världen.

Andra nyheter av vikt är: Marlon Brando skall göra ännu en film för Paramount i år. Det blir en äventyrsfilm baserad på upplevelser i nutida sydöstra Asien. Clark Gable gör en Paramount-film, som utgår från Seaton-Perlberg.

Förhandsvisningar på "Anything Goes", som hölls förra månaden i 32 amerikanska städer, visar att Paramount här fått en musikfilm, som kommer att bli uppskattad av all världens biografpublik. Och alla fyra stjärnorna i filmen, Bing Crosby, Donald O'Connor, Mitzi Gaynor och Renee Jeanmaire, gör storslagna insatser.

I mars blir den stora Oscarutdelningen. Då Ni får denna tidning har nomineringen offentliggjorts. Vi vet att högt upp på listan kommer Anna Magnanis namn att stå för hennes strålande framträdande i "The Rose Tattoo". Under tiden spelas filmen med lysande resultat.

Publicerandet av filmerna, och då främst på den utländska marknaden, är just nu den springande punkten. Vilket också tydligt framgår av varje nummer av Paramount World. Och det gäller här Paramount - film och reklam.

still find it the most exciting, the most challenging, the greatest job on earth.

Motion pictures have been my life for 43 years - and every foot of it in film and every minute of it in time has been an adventure which I would not exchange for anything else in the world.

Who else in the world has the world's friendship as we have it?

Who else in the world can go, as our pictures go, into every corner of the world - almost into every home and heart of the world?

Who else - except the missionaries of God - has had our opportunity to make the brotherhood of man not a phrase, but a reality - a brotherhood sharing the same laughter and the same tears, dreaming the same dreams, encouraged by the same hopes, inspired by the same faith in man and God, which we paint for them, night after night, on the screens of the world?

We hold great power.

The world turns to us - it has to, for nothing else has the power to rivet the world's attention and mold its thought as our work can do.

Make it a power for good - for truth, for beauty, and for freedom.

Remember Winston Churchill's words:

"Those who serve supreme causes do not consider what they can get, but what they can give."

"Let that be our privilege in the years that lie before us."

Samuel Goldwyn, who has known Mr. DeMille since the outset of his film career, included these great tributes in a spoken compliment, every word of which sprang from the heart:

"I find it hard to say everything I would like to about Cecil because it is not easy to compress into a few minutes all the warm memories of over 45 years of friendship. In addition, it is difficult to speak of Cecil in the terms in which we think of other picture makers, because the usual standards do not

SOME MORE WONDERFUL
TRIBUTES PAID TO
CECIL B. DeMILLE BY
LIFELONG ASSOCIATES

PARAMOUNT PICTURE SHOTS FROM THE NEW YORK SCENE

DARRYL F. ZANUCK, in charge of production of 20th Century-Fox, said of Mr. DeMille in advance of presenting him with the Milestone Award:

"....I have not worked with or for Mr. DeMille, but almost the greater part of my lifetime I have admired him. He stands, as you have well heard tonight, alone. And as a producer I can only say that from the very beginning, from my first production job he was, and remains, my ideal. He is a trademark and a symbol. He stands for something that none of us have stood for.

"And it gives me great honor at this time, for his historic achievements for the motion picture industry, to present the Milestone Award."



Among the host of magnificent tributes paid Anna Magnani for her glowing performance in THE ROSE TATTOO was the Award by the New York Critics for "The Actress of the Year." In the absence of the star, the plaque was received by Hal Wallis, at left, with the presentation being made by New York Times Critic A. H. Weiler, centre. (Shaking hands with Mr. Weiler is Ernest Borgnine, holding the plaque he won for his starring performance in "Marty." Second from right is Harold Hecht, co-producer with Burt Lancaster, of "Marty." At right is David Lean, who won a plaque for Best Director with "Summertime," starring Katharine Hepburn).

Jesse L. Lasky, whose motion picture beginning, like that of Mr. DeMille's coincided with the beginning of Paramount, was in fine nostalgic fettle as he paid tribute to the guest of honor. His listeners really heard of the beginning of the industry as fact followed fact in Mr. Lasky's tribute to his dearest and most respected friend. Every incident, every anecdote, every step forward of the industry -- and together they were responsible for many -- was recounted with affection, nostalgia, sincerity. Only when you hear men like Jesse L. Lasky speak like this on such an occasion do you know what true friendship really means.

Among those who helped make Darryl Kaye's Paramount Theatre premiere of THE COURT JESTER a success were radio-tv star Jinx Falkenberg and Paramount Theatre Managing Director Robert Shapiro.

apply to him. He has made his own standards and his own rules.....I don't have to go through the roster of pictures that have made the name 'DeMille' a by-word around the world because we all know them almost by heart. But I do want to point out that because of the deep reverence with which Cecil has approached the greatest of all books, and the manner in which he has brought the spirit and the meaning of that book to the screen he has, over the years, added greatly not only to his own stature, but to the prestige of Hollywood as a whole.....

"....he has always made his pictures not for any limited audience, but for the people as a whole. His pictures have a universal appeal that is unmatched. Cecil has brought motion picture entertainment to more people than anyone else in the world -- and he has every right to be proud of that -- a pride which we can all share with him because of the deep and warm admiration and respect we have for him...

"Cecil, you have done great things in your lifetime, and you have brought great honor to all of us who are a part of motion pictures. This outpouring of your friends tonight -- of those who love and admire you -- is the best evidence of the esteem and affection in which you are held. But really, Cecil, it is not you who should feel honored tonight -- it is we who should feel proud and honored that, over the years, we have had the privilege of knowing -- as a friend and as a co-worker in our field -- one of the great talents of all time in motion pictures -- one of the finest of all men."

This great tribute to Cecil B. DeMille, industry-wide in scope and world-wide in importance, was at once a tremendous tribute to the Paramount organization, through which all but a very small percentage of Mr. DeMille's productions in his 43-year film career have been released.

Adolph Zukor, who was held in New York by urgent family considerations which precluded his attending the Milestone Dinner to Mr. DeMille, sent the telegram which we have printed below. But some days later, your editor sat with him as he listened to the recorded speeches in New York. We can report that he was tremendously moved by all that he heard, all the more because he himself had also lived through all of this great Paramount and film industry history, even back beyond the days when the official company trade mark bore all three names -- Adolph Zukor, Jesse L. Lasky and Cecil B. DeMille.

CECIL B. DEMILLE
c/o SAMUEL G. ENGEL, PRESIDENT
SCREEN PRODUCERS GUILD
BEVERLY HILTON HOTEL
BEVERLY HILLS, CALIFORNIA

(DELIVER SUNDAY, JANUARY 22,
AT DINNER)

DEAR CECIL. SAM ENGEL AND SCREEN PRODUCERS GUILD HAVE HONORED ME BY INVITING MRS. ZUKOR AND ME TO BE PRESENT AT THE DINNER AT WHICH OUR INDUSTRY WILL PAY TRIBUTE TO YOU AS A MAN WHO HAS MADE A LASTING AND UNFORGETTABLE CONTRIBUTION TO THE PROGRESS OF MOTION PICTURES. THE FRIENDSHIP AND LOVE I HAVE BORNE FOR YOU DURING OUR MORE THAN 40 YEARS OF WONDERFULLY HAPPY ASSOCIATION IS MATCHED ONLY BY THE RESPECT AND ADMIRATION I HAVE FOR YOUR UNPARALLELED ACHIEVEMENTS IN THE ART OF THE MOTION PICTURE. YOU ARE ONE OF THE VERY FEW GENUINES WHOSE VISION, FORESIGHT AND COURAGE TOOK OUR INDUSTRY OUT OF THE PENNY ARCADES AND TURNED IT INTO THE GREATEST FORCE FOR ENTERTAINMENT AND INTERNATIONAL UNDERSTANDING IN THE WORLD TODAY. I AM SURE YOU KNOW THAT ONLY THE MOST URGENT AND PRESSING FAMILY CONSIDERATIONS COULD POSSIBLY HAVE KEPT ME FROM JOINING YOUR OTHER CLOSE FRIENDS AT THIS GREAT TRIBUTE TO YOUR ACHIEVEMENTS, BUT UNFORTUNATELY CIRCUMSTANCES WHICH I CANNOT CONTROL MAKE IT IMPOSSIBLE FOR ME TO LEAVE NEW YORK AT THIS TIME. ON THE PERSONAL LEVEL, I FEEL THAT I AM BEING DEPRIVED OF A GREAT PRIVILEGE, BECAUSE AFTER OUR DECADES OF ASSOCIATION IN ACTIVE AND CLOSE PERSONAL CONTACT AND FRIENDSHIP, I WOULD CONSIDER MYSELF HONORED BY REPEATING PUBLICLY MY DEEP APPRECIATION OF YOUR MANY CONTRIBUTIONS TO OUR INDUSTRY AND MY EQUALLY DEEP APPRECIATION OF YOUR UNEQUALLED QUALITIES AS A HUMAN BEING AND AS A VERY BELOVED FRIEND. I HAVE BEEN PROUD OF OUR ASSOCIATION AND OF OUR FRIENDSHIP AND I PRAY THAT THE GOOD LORD WILL GRANT US MANY MORE YEARS TO CONTINUE BOTH. MAY GOD CONTINUE TO BLESS YOUR CHARMING AND WONDERFUL WIFE WHO HAS BEEN SO GREAT AN INSPIRATION AND HELP IN YOUR WORK, AND MAY GOD BLESS YOU TO CONTINUE IN THE SUCCESSFUL AND NOBLE PATH YOU HAVE CHOSEN.

YOUR SINCERE FRIEND AND ADMIRER,
ADOLPH ZUKOR

SEAT-SELLING SHOWMANSHIP AROUND THE WORLD



PARIS - Showmanship of the highest calibre was displayed by the French Paramounts in presenting WE'RE NO ANGELS via the multi-theatre release in France's capital. In Paris, the picture was released under the title of the picture from which the film had springboarded - "La Cuisine des Anges" ("The Kitchen of the Angels"). Naturally such a title thundered for food-shop tie-ups, and a link with stoves, such as shown above, and a great many of these were effected. But the thing which titillated the Paris picturegoers most was the boulevard parading of a trio of characters in French Guiana-n garb, as per the characters of the film - even complete to Albert's cage with the omnipotent Adolph. Result: Truly sensational business in all of the releasing theatres, and a record in earnings which stamps the picture, WE'RE NO ANGELS, as one of the top-grossing films in many years.

In our showmanship pages there appears to be, in all issues, a preponderance of showmanship evidence from overseas territories. This is not a matter of editorial choice, but one of editorial necessity. We make full use of every bit of domestic showmanship evidence that comes our way, and would really be delighted if we could split domestic and international material 50-50.

Meanwhile - some of this overseas stuff is pretty good - Huh!



COPENHAGEN - Denmark's capital recently held a Wool Fair, and fashions of the film world were prominently represented. Especially fashions from the Paramount world. At left is one of Denmark's top mannequins, Mrs. Tove Thorning, dressed in Grace Kelly's actual coat from TO CATCH A THIEF. At right, another attractive mannequin, Mrs. Lilian Nielsen, wearing Jane Wyman's wool suit from LUCY GALLANT, emphasizes the international Edith Head fashion flair in all Paramount productions.



PARIS - The best thing about good showmanship is the 'lines' that it 'writes' in front of the cinemas. Here's one such 'line' in front of the Cinema Lutetia -- and there were similar assemblies outside the other four cinemas where WE'RE NO ANGELS, premiered day-and-date. At top is a part of the front-of-house display at the Paramount Theatre where week in, week out -- and year after year, there is a parade of the most compelling front-of-theatre displays to be found anywhere in the world.



COPENHAGEN - Despite certain business difficulties connected with distribution of American films in Denmark at present, the stores will not be denied the overwhelming attractiveness of pictures of American stars.

Here is a typical window in the establishment on Ostergade known as Skotojsmagasinet City, one of Copenhagen's best known shoe stores. All of the stars shown pictorially are Paramount stars.



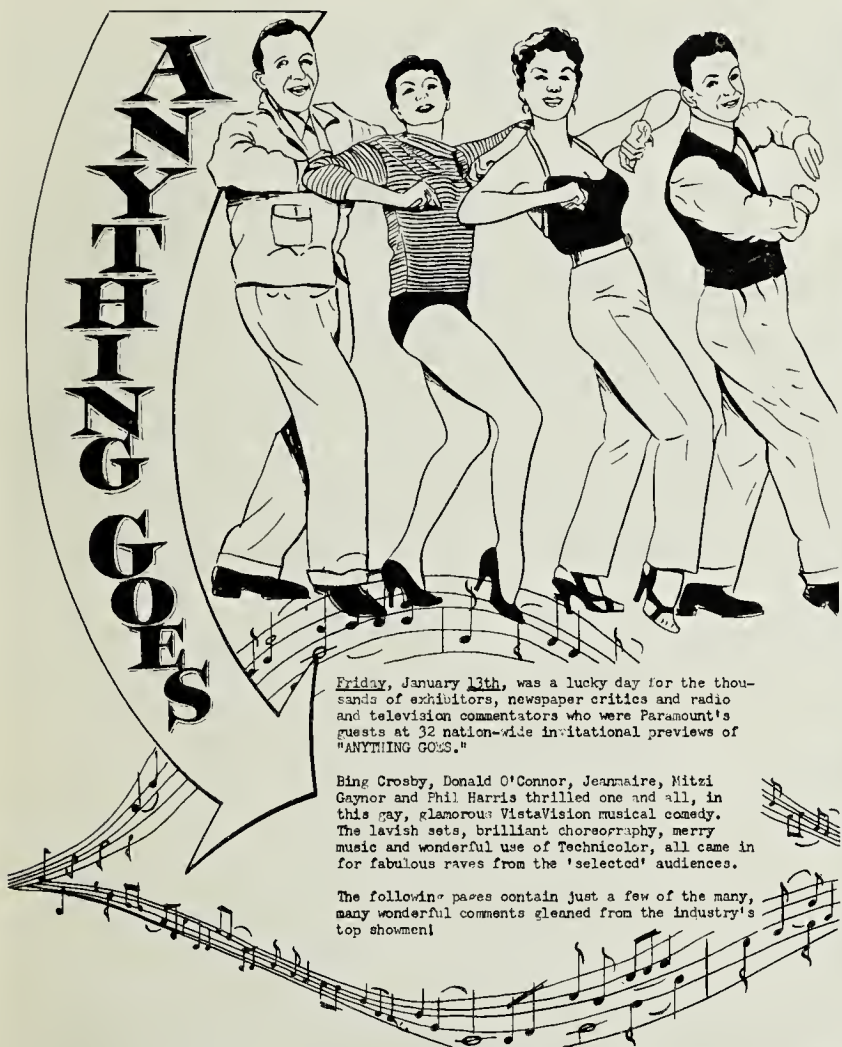
HELSINKI - Even the worst cold spell of the century, and snow piled across the sidewalks, did not keep the Finnish fans from piling into the Gloria to see TO CATCH A THIEF.



LEFT

PARIS - The Metropolitan Newspaper Delivery Service of Paris was made full use of to further the news about the great entertainment qualities of WE'RE NO ANGELS. (Note how the Paramounts of Paris never fail to mention Technicolor and Vista-Vision, and of course never, no never, omit the Paramount Trade Mark).

SHOWMANSHIP OF THE PARAMOUNT VARIETY GROWS STEADILY MORE PRACTICAL & PUNCHY



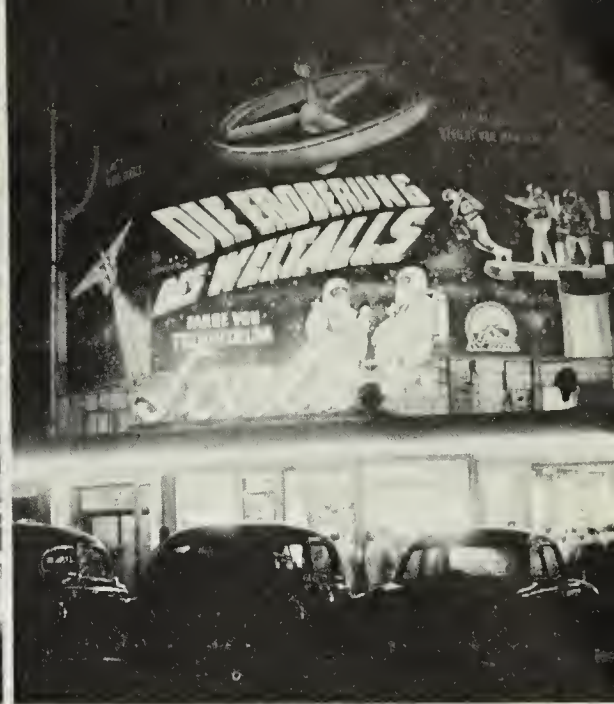
This cover of a publicity department brochure for ANYTHING GOES, a Paramount Picture, was notice to the Paramount sales force everywhere that the tuneful, terpsichorean musical is going to carry our Trade Mark to the far ends of the earth. Devised by Jerry Levine, of Jerry Pickman's advertising and publicity group, it is a valuable compendium of quotable appraisals of ANYTHING GOES, gathered on the spot at the 32 national previews of the picture held recently. Those supplying the quotes were circuit heads, independent exhibitors, film critics, disc jockeys and film buyers. One and all hailed ANYTHING GOES as the top Paramount musical.



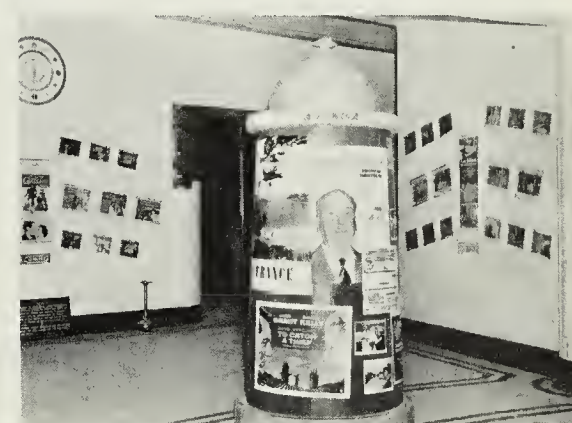
FRANKFURT, GERMANY * The spectacular and thrilling CONQUEST OF SPACE, as you well know by now, is a 'honey' for showmanship. In these day and night shots of the Scala Theatre it is easy to see why the film fans of Frankfurt thronged to see the picture. (Note the prominence given the Paramount Trade Mark). Display was twice the size of normal Scala displays.



HAMBURG - Here, too, the showmanship attributes of CONQUEST OF SPACE were put to the ticket-selling task which is every film's birthright. Shown here is a Pan American Airways window given over in its entirety to Paramount's Space-ship Special. At right, the entire display is devoted to newspaper headlines dealing with the launching of the man-made satellite.



BOMBAY - A fine stroke of cooperation is reported from this great Indian city. The Eros Theatre planted this effective display for TO CATCH A THIEF in the head office of Air India, and the Indian aviation concern, with equal initiative....



.....planted this effective kiosk squarely in the lobby of the Eros. Everyone was happy, and at latest report, both the Paramount picture and Air India were doing wonderful business. (As a matter of torrid fact, TO CATCH A THIEF smashed all of the known records of the Eros).



ZURICH - Word from Starfilm Manager Jules Gendre is that Paramount's TO CATCH A THIEF is splintering the long established records set up by ROMAN HOLIDAY and SABRINA, not only in Zurich, but also in Basle and Geneva. One of the reasons for this was showmanship - and here are some examples. At left is a window in the Zurich establishment of Jacky Maeder & Co., an international forwarding concern and travel agency; at right is one of seven other travel agency windows in Zurich. In both instances there was plenty of stress laid on the Paramount Trade Mark and the VistaVision symbol.



GLOVERSVILLE, NEW YORK - The 'model' element of the Martin and Lewis fun furiosa, ARTISTS AND MODELS, was put to most effective use by Exploiteer Edward J. Wall in this city, and in Watertown and Troy as well. Model here shown - Betty Otto - had previously been selected as Gloversville's Most Perfect Model for 1955, and her comprehensive tour of the city left absolutely no one uninformed about ARTISTS AND MODELS. A postscript to the report indicated that the VistaVision comedy, in all three cities, bounced away to magnificent box-office starts.



Paramount International Films Secretary J. William Piper, acting on behalf of the entire 10th floor, presents a scroll of good wishes to his own secretary, Sally Schultz, on the eve of her marriage. Providing a happy background, and reading from left to right, are: Lucille Genova, Alex Kiralfy, Jeanne Spinn, Arthur Coelho, Selma Gold, Marion Powers Crozier, Inniss Atwell, Julie Palermo, Norma Cohen, Jo Arguelles, Mel Dener, Hazel Rogers, Sandra Gordon, Ralph Pepper (doing a 'dip' so that the lovely young ladies in the rear may be seen), Vera Guilfoyle, Helen Dumbra, Donald Nathan.

H.O. NEWS

Receptionist Vincent Granaglia, 8th Floor, is

most complimentary concerning the "fine turn of phrase" in Edith Talcott's Italian translations in our publication....Incidentally, Edith made horticultural history when she brought in a plant that was growing too eagerly, for the ministrations of Mary Brady and other horticultural experts on the 10th floor. Their ministrations were effective, so now Edith will have a tree growing on West 3rd.St.Audrey Novak, of the Short Features Dept. became engaged on February 5th to Morton Golden, a former Paramounteer attached to Arthur Dunne's Dept. It will be a fall wedding.....It is our particular pleasure to here



picture Jessica Shea, who last Thanksgiving completed her 8th year as a Red Cross "gray lady." For a minimum of five hours a week, this fine member of Paramount's Budget Dept. has served as a Red Cross Volunteer Recreation Worker at both St. Albans Naval Hospital and Goldwater Memorial Hospital, showing films, helping

give parties, escorting entertainers, writing letters, performing with Irish jigs. As always in such work, volunteers are needed, and Jessica welcomes company. With 8 hash marks on her

uniform, she certainly is an example of untiring loyalty to a simple but important work of mercy, visiting the sick.

Vera Guilfoyle's attractive wardrobe is all made by herself. She also makes daughter Joan's clothes, but Bobby Sr. and Jr. have to fend for themselves....Something different as a baby shower gift was the rock-a-bye lamp given to Emily Rainone Astuto when she left the Budget Dept. on Feb. 3rd; a night light for the nursery, its music box supplies a

soothing lullaby....And so we come to bowling, and this note from Bob McKeown who, as you can see at left, is becoming quite a reporter:

Paramount VistaVision's "Charlton Heston" team copped first place as the first week of play closed in the New York Journal-American Women's Bowling Classic. The very popular 18th annual classic includes 507 teams from the Eastern Seaboard and Canada, plenty of competition for Paramount. Starring role in the early play went to Doris Rossi, whose average jumped from 102 to 141.The Journal-American featured the Paramount gals in a headline, which further led Bob to appeal for better attendance at the games by interested Paramounters. The bowlers are doing a swell Paramount job -- let's give 'em ace support.

Michael Carol, Paramount News, was caught with a shortage of cigars Jan. 13th, when his wife, Leokodia, presented him with twin boys -- Anthony, 6.12, and Michael, 7.12. Mother and twins are doing fine. Mike has just about recovered....Picture next month of Edith Krupka Ferraro's first baby, Vincent, now 14 weeks old. Edith formerly was with Traffic Dept....Dorothy DiDomenico, of Contract Dept., was married to Anthony Mascia on February 11 in the Church of the Immaculate Conception in New York City. The honeymoon was spent at Pocono Gardens, Penna.

THE BOWLING WORLD
January 25, 1956

Spring Works Zero Nothings In Gossett Mix

BY BOB McKEOWN

With little Phil Cardito pulling them along with a 598 series, Superb Spring Works scored the lone sweep in Gossett's Mixed Major. Phil had 212 and 217 to add to his opening 169 and, with Andy Oppedane's 538, had just enough to edge the Nothings in all three games. Si Albovis had 204 and Sammy Kaye 236 for the losers.

Heston Blasts Crosby

The Charlton Heston team has been making the headlines in a lot of bowling publications, but not on its bowling. But the team is finally beginning to wake up and served notice on leading Carol Ohmart and the other teams in Paramount's VistaVision Loop that it's on the way. With Bob Guilfoyle clipping a steady 517 and George Harvey pushing the rest of the team, Heston managed to shut out Bing Crosby. Doty Scherbert Robert, 112 average tyro just back from a honeymoon, rolled 171 and wound up the night with the Bowler-of-the-Week trophy by getting 107 pins more than her average but she was all Bing had to brag about. The Ohmart team increased its lead to 7 1/2 points by knocking off Audrey Hepburn. Danny Kaye won total pins by a single stick to drop Martin & Lewis, 4-1 while Bob Hope up-ended William Holden, 3-2.

...These were the Christmas Workers

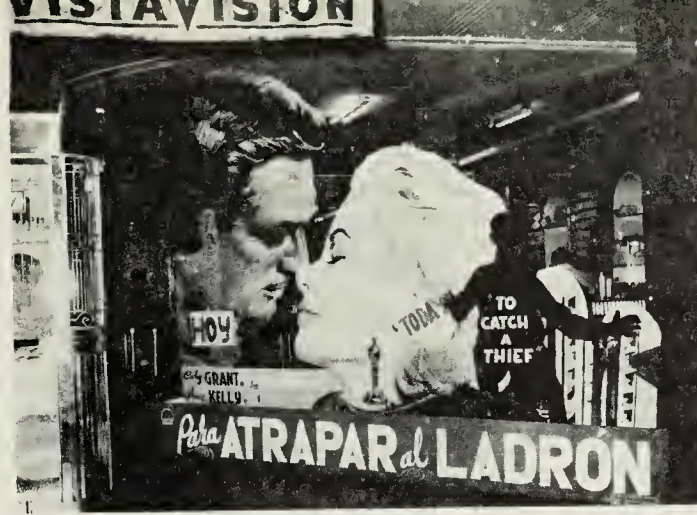
Your editor deeply regrets the omission from last month's issue of the names of the

Home Office Paramounters who did such a swell job on the toy collection for Bellevue Hospital. The gals whose diligence rounded up the record collection were Elizabeth Tilson, Mandis Barkstedt, Margaret Reed, Helen McCarten and Lee Gray. The guys were Joseph Garcia, James Reilly (who did the expert packing), and Howard Kreitsek (who provided the vital transportation).

"TO CATCH A THIEF" STACKING UP AS A WORLD WIDE WINNER



MANILA - Miss Grace Kelly's engagement to Prince Rainier III of Monaco was announced at a time when TO CATCH A THIEF was in the 6th day of its engagement at the Avenue Theatre here. Paramount Manager A.S. Velasquez at once incorporated in the newspaper advertisements the line: "Filmed in Beautiful Monaco Where Prince Rainier III Fell in Love With Grace Kelly." Result: Instead of an expected two weekends exhibition, the picture registered terrific business over three weekends. Shown above are two phases of the showmanship. One a street display, the other, part of the Avenue Theatre's lobby.



PANAMA - At right is front of the Central Theatre on the night of New Year's Day as TO CATCH A THIEF began a sensational run. To quote Paramount Manager Mario Ghio: "The picture was an outstanding success. First day's gross equalled the all-time opening day record of the theatre. At the last performance of the day hundreds were turned away for lack of seats -- unheard of in Panama. The picture was held for an additional Sunday, something never before done by the Central. Total box-office gross was 68% above average business." Shown at left above is part of the lobby display. (NOTE: The display of a competitive projection system in the lobby is a permanent fixture at the Central).



FILMS COMMISSION

STATED MAN... TO CATCH A THIEF... GRACE KELLY... THE BRIDGES AT TOKO-RU... THE COUNTRY GIRL... REAR WINDOW... TO CATCH A THIEF... NEXT ATTRACTION-PRINCE EDWARD



Cash in on the public's No. 1 Favorite whilst she is FRONT-PAGE NEWS
BOOK-REBOOK
GRACE KELLY
THE BRIDGES AT TOKO-RU
THE COUNTRY GIRL
REAR WINDOW
TO CATCH A THIEF
NEXT ATTRACTION-PRINCE EDWARD



Outdoor shows: WA challenge

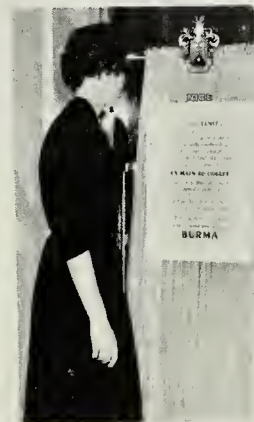
From Bill Graham... TO CATCH A THIEF... GRACE KELLY... THE BRIDGES AT TOKO-RU... THE COUNTRY GIRL... REAR WINDOW... TO CATCH A THIEF... NEXT ATTRACTION-PRINCE EDWARD

NTS installs gear in two key situations... TO CATCH A THIEF... GRACE KELLY... THE BRIDGES AT TOKO-RU... THE COUNTRY GIRL... REAR WINDOW... TO CATCH A THIEF... NEXT ATTRACTION-PRINCE EDWARD



HELSINKI - Neither heavy snow, nor the grimmest winter weather of the century, stopped the Finnish fans from seeing TO CATCH A THIEF, romantic comedy of the sunny Riviera (also suffering at the time under winter's icy blasts).

PARIS - This Nice window was a CATCH A THIEF natural.



PARIS - The young lady at left is looking at part of a most effective tie-up between TO CATCH A THIEF and Burma, a house specializing in custom-made jewelry, with 5 stores in Paris. Crowd at right represent part of the 'effect.' A poster crediting the Paramount picture was displayed in all Burma stores. Co-operatively, a show-case displaying Burma jewels was placed in the lobby of the Paramount, and the other 4 cinemas day-and-dating the picture.

Perkins, Parintfilm,
NewYork

Despite curfews and riots sweeping Bombay, TO CATCH A THIEF opening day Eros Theatre an all-time record for the City. Business tops totals of all other theatres. Regards.

- Clug

PARAMOUNT CAMERA ON THE EUROPEAN SCENE



PARIS - Here are some of the elements which have given the Paramount Theatre a success with *TO CATCH A THIEF* almost unmatched in the long and wonderful history of this outstanding theatre. Note the great VistaVision electric sign; the line "A Hitchcock Film," also in electric; and of course the magnificent super cine-mural across the front of the lobby. No wonder millions of Parisians and Parisiennes, were stopped in their tracks. However, not only the theatre halted them. See below.....



....Here, for instance, was one of the spectacular stunts playing up the jewel robbery motif of *TO CATCH A THIEF*. This sort of showmanship was engineered all over Paris by that Lebreton-Ferry-Plunkett team of Paramounters that has made so much showmanship history over the past several years. See elsewhere in this issue for other examples of French showmanship on *TO CATCH A THIEF* that illustrate why film business is so up-and-up-and-up overseas.

BARCELONA - Paramount headquarters here leaves no opportunity unused in bringing the impact of *STRATEGIC AIR COMMAND* before the exhibitors of Spain. General Manager Richard Edelstein reports adept showmanship interest in the big air film.

JOURS DE FRANCE ON "WAR AND PEACE"

JOURS DE FRANCE is one of the top weekly illustrated magazines of France. It is in the impact category of America's *Life Magazine*. So when a publication of this calibre devotes 14 pages --- yes, fourteen --- to a single motion picture, then you've really got something.

This is precisely what *Jours de France* did with *WAR AND PEACE* in its issue of February 4th. Several of the pages were in full color, and all of them graphically conveyed the massiveness, poignancy and intense human drama of this great picture, its great cast (Audrey Hepburn, Mel Ferrer, Henry Fonda, Anita Ekberg, etc.), and the awesome greatness of the production quality with which the Ponti-De Laurentiis organization has invested one of the most towering pictures in Paramount history.

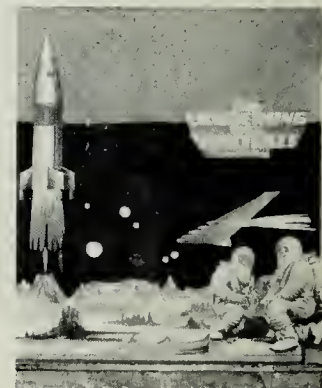


APPOINTED GENERAL MANAGER IN BELGIUM

Continental General Manager John B. Nathan announces the appointment of Richard Menasche (above) as General Manager of Films Paramount, S.A. of Belgium. Mr. Menasche, a veteran in international film distribution activities, comes to Paramount from Columbia Pictures.



HOLLYWOOD - Kai Berg Madsen, of the Copenhagen newspaper "B.T." is obviously pleased to greet the producer of the mighty film, *THE TEN COMMANDMENTS*, of which so much is expected in Denmark, in common with every other land in the world.



MANNHEIM, GERMANY -- This is one of many spectacular window tie-ups secured in this city on *CONQUEST OF SPACE*. (Showmanship on this picture has maintained an exceptionally high level, not only in Germany, but throughout the international market generally).



MAIS, GEORGES....



George Gobel goes to Africa for a very interesting reason in THE BIRDS AND THE BEES. But an even more interesting pursuit gets him out of Africa.....



....and maybe this very attraction, in the svelte and VistaVisioned person of Mitzi Gaynor, is the thing responsible. At all events, this gay pair, aided and abetted by David Niven and Reginald Gardiner, come up with the merriest Paramount romp in quite a long while.

THE BIRDS AND THE BEES is strictly tee-hees.

LES DEUX PLUS IMPORTANTS FILMS DE L'HISTOIRE DU CINÉMA SONT RÉALISÉS PAR PARAMOUNT

Ces deux films sont "Les Dix Commandements" et "Guerre et Paix", créés par des directeurs qui sont des vétérans de l'industrie cinématographique--Cecil B. DeMille et King Vidor--produits pour notre compagnie--Paramount--autre vétéran de notre industrie. Les deux films sortiront d'ici un an.

A partir de maintenant, vous entendrez beaucoup parler de ces films; et nous espérons aussi que, dès maintenant, vous emploierez tous les moyens dont vous disposez pour faire savoir dans votre secteur que "Les Dix Commandements" et "Guerre et Paix" sont les deux plus grandes productions jamais réalisées. Ces nouvelles sont capitales non seulement pour les directeurs de salles mais aussi pour la presse locale, pour les organisations d'éduca-



PARIS - Superb showmanship was evidenced in the campaign for TO CATCH A THIEF by a tie-in with the insurance companies. The campaign urged people to insure their jewels, and scarcely an insurance company in Paris failed to join in the Paramount campaign. Here's the massive sign in the main foyer of L'Urbaine et la Seine. A great stunt indeed, and magnificently executed.

tion et pour les amateurs de films. Jamais l'industrie du cinéma n'a disposé de films aussi sensationnels, tout cela à l'honneur de Paramount. Faisons donc tout ce qui est en notre pouvoir pour en profiter.

En dehors de ces deux films, il en est nombre d'autres de haut calibre. Une page de ce numéro leur est consacrée. Ne manquez pas de la lire.

Ce numéro vous rend compte de l'hommage magnifique rendu à Cecil B. DeMille à Hollywood le 22 janvier. Vous en verrez les détails. Et ce fut aussi indirectement un hommage à Paramount puisque c'est grâce aux facilités de distribution de Paramount que les grands films de M. DeMille ont atteint le public mondial.

Parmi les importantes nouvelles de produc-



PARIS - Another glimpse of this exciting showmanship stunt worked in connection with the multi-theatre premiere of TO CATCH A THIEF. Fine, two-way cooperation between Paramount and the Hillman Motor Company provided the car. The two protagonists were actors, one portraying a vaudeville type police inspector, the other a jewel thief representing 'The Cat' of the Hitchcock picture. Picture's title was prominently displayed at rear of car.

tion en voici quelques-unes: Marlon Brando fera au cours de cette année son second film pour Paramount, film d'aventures basé sur la vie réelle dans le Sud-est de l'Asie. Clark Gable tournera un film pour Paramount sous les auspices du groupe Seaton-Perlberg.

L'avant-première américaine de "Anything Goes" donnée le mois dernier dans 32 centres d'Amérique a prouvé que Paramount a là une comédie musicale du type favori par les publics du monde entier. Ce fut un triomphe pour chacune des quatre vedettes, Bing Crosby, Donald O'Connor, Mitzi Gaynor et Renée Jeanmaire.

Le mois prochain, en mars, seront distribués les prix de l'Académie. Au moment où vous parviendront ces lignes, les noms des candidats auront été rendus publics. Nous savons que parmi eux est en bonne place celui d'Anne Mag-nani pour sa brillante création dans "The Rose Tattoo". En attendant, ce film fait des recettes magnifiques partout où il est présenté.

L'art de la présentation, surtout au point de vue international, est partout en hausse. Vous en verrez la preuve dans n'importe quel numéro du "Monde de Paramount". Notre produit est Paramount, comme aussi nos présentations.



PARIS - At the celebrated Maison de Nice, 1000 carnation corsages like the one above were distributed to customers during the opening week of TO CATCH A THIEF. Labels gave credit to the film's title, the theatre, to Technicolor, to VistaVision, to Hitchcock, and to the Maison de Nice. Reverse of label carried the Paramount Trade Mark. Not a single bet was missed.



LONDON AND NEW YORK PREMIERES OF "THE COURT JESTER" ARE ROYAL TRIUMPHS * * * * *

LONDON
PREMIERE A
GLITTERING
OCCASION
FOR A GREAT
CAUSE



In the foyer of the Plaza Theatre, London, H.R.H. Princess Margaret and the stars of "The Court Jester," Danny Kaye and Glynis Johns.

LONDON - This is the celebrated Plaza, where the picture premiered before Princess Margaret and a brilliant audience. This event was on February 9th, and every day since has seen a series of house records shattered.



Among notables of the screen and television attending the Plaza premiere with Danny Kaye, were Bob Hope, with Fred Hutchinson in first scene, and Maurice Chevalier in scene at right.



At the reception to Danny Kaye in advance of the Royal premiere. At left, Sir Alexander King, of Glasgow, is shown with Paramount Managing Director F.E. Hutchinson, at right, and Assistant Managing Director Russell W. Hadley, Jr., in centre. In the right-hand scene, Danny welcomes to London Mr. and Mrs. Milton Pickman.

AT RIGHT - Paramount Managing Director F. E. Hutchinson, and Mrs. Hutchinson, are presented to Princess Margaret in the foyer of the Plaza Theatre.

"The Court Jester" is proving to be a prime favorite on both sides of the Atlantic - and the current craze for Danny Kaye's, and Paramount's, greatest comedy is expected to spread world-wide.



London reviews and business have been terrific since the premiere, and indications point to magnificent engagements throughout Great Britain. We will have reviews in our next issue.

The next page carries the high-spots of the New York reviews, and reports to hand from all release centres to date indicate that the finest of all Danny Kaye comedies is exactly what the laughter-hungry filmfans are seeking these days.

Especially in a Leap-Election Year when laughs are so badly needed.

The Critics decreed --

THE DAILY NEWS (Kate Cameron): An elaborate production in which Danny is funny, courageous and endearing. He is the one great clown the screen can boast of today. 'The Court Jester' is a jolly comedy .. gives Danny a chance to play the fool to the delight of the audience. Musical numbers well done."

TIMES (Bosley Crowther): "Slam-bang burlesque on movies about knighthood. It's good fun. The whole thing has an audacious size and splash about it that mark it shrewdly for commerce."

MIRROR (Justin Gilbert): "Wins by a Kaye-O. He whirls through his latest movie like a dervish on a spree. When Kaye spins, the audience goes reeling with him. There's no end to this nonsense but it becomes more riotously funny each time. Danny sits at the king's feet and receives kicks right and left. If his ribs are sore, so will yours be after viewing this hock-full-of-chuckles vehicle."

HERALD TRIBUNE (William K. Zinsser) "The age of chivalry is dead. Danny Kaye kills it. A burlesque of all swashbuckling epics. The plot is marvelously complex. A fine comic idea, a hilarious climax. Kaye is funny in everything he does and 'The Court Jester' gives him a chance to do everything. The most lavish comedy ever made. Hard to beat."

MORNING TELEGRAPH (Leo Mishkin): "One of Kaye's best films. Possibly the best Danny has made in years. A splendid showcase for everything and anything Danny is called upon to perform. It will be impossible to look at Tony Curtis or Robert Taylor all dressed up in medieval armor, without remembering 'The Court Jester.'"

POST (Archer Winston): "Rating: excellent. Written, produced and directed by Norman Panama and Melvin Frank, it's hand-tailored for their long-time pal, Danny Kaye. The assistance of Kaye's talented wife, Sylvia Fine, is also felt. Material gives full scope to his genius. Comic invention sets this musical on its higher plane. It's always bubbling merrily and never does let down. A picture that can be recommended to all and sundry, a top-ranker."

WORLD-TELEGRAM AND SUN (Alton Cook): "Kaye top comic. He has extended his range of comic devices. Danny is swirling gleefully through some of his most delightful sessions of laughter, antics and prens in 'The Court Jester. Given extra lavish treatment and Danny blithely makes comic use of all these expensive treppings."

JOURNAL-AMERICAN (Rose Felswick): "Kaye's new comedy a delightful spoof, a slick satire on age-of-chivalry movie spectacles. The versatile Kaye sings, dances and clowns superbly and the supporting players do a grand job. A succession of hilarious misadventures. You'll find it fun."



LONDON - Premiere of **THE COURT JESTER** here under the Patronage of H.R.H. Princess Margaret was in aid of the West Indies Hurricane Fund. Here the Princess is greeted at the Plaza by Sir Hubert Rance, Chairman of the Fund.



"THE COURT JESTER" ---
Paramount's O-Kaye for
A Superlative 1 9 5 6!

REVIEW:

The Court Jester

Dena—Paramount—VistaVision

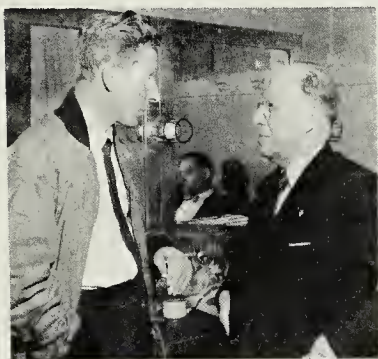
DANNY KAYE is back and this is cause for huzzahs at the box-offices. In his latest opus, a satirical musical, Kaye is given ample opportunity to demonstrate his inimitable gifts as a pantomimist, dancer, singer and exponent of slap-stick, and he combines them to the fullest measure. Even though the story line is peppered with incidents and coincidences that strain the credulity, even for a burlesque, Kaye never fails to delight and entertain.

MOTION PICTURE DAILY

Above, and right, the American trade press speaks, in part.



NEW YORK - The Paramount Theatre had the standees out in line in the early morning hours, and the opening day's business whacked mightily at the figures the house has been turning in for quite a long while. A summation of what the reviewers thought of the picture is to be found at the right -- and the passing public along Broadway knew, anyhow, because the laughter came out through the lobby is great waves all day long.



Premiere at the New York Paramount was preceded by reception for overseas and New York newspaper representatives. Here star Danny Kaye is conversing with Gonzalo de Palacio, representing Vanidades, Cuba; Jueves de Excelsior, Mexico; Mi Film, Venezuela; Silhuetas, Spain.

REVIEWS OF NEW FILMS

"The Court Jester"

with Donny Kaye, Glynis Johns, Basil Rathbone
 Paramount (VistaVision-Technicolor) 101 Mins.

VERY FUNNY DANNY KAYE SPOOF OF MEDIEVAL LIFE AND TIMES. A PROMISING BOX OFFICE CONTENDER WHICH SHOULD HIT A WIDE AUDIENCE.

DIRECTION: Good.

PHOTOGRAPHY: Capable.

"The Court Jester" gives Danny Kaye his best chance for harvesting laughs since "Knock on Wood" and should match that one in competing for laurels at the box office. A very funny spoof of all the movies which have huffed and puffed seriously about knights, fair ladies, dashing Robin Hoods and general derring-do, this one has been written, produced and directed by Norman Panama and Melvin Frank with a highly successful light touch out of a trunkful of invention.

The triple-threat pair have contrived a situation wherein Kaye is an inept acrobat who volunteers for service with a noble bandit, the Black Fox. Said bandit is out to dethrone a pretender, Roderick, and to restore the rightful heir, a baby with a conspicuously-placed birthmark, to the throne. Kaye is sent on a mission with a pretty captain (Glynis Johns) and inadvertently is called upon to impersonate a court jester, leading to an overwhelming number of hilarious plot complications before everything turns out all right in a satirical hoppy-happy musical comedy finale.

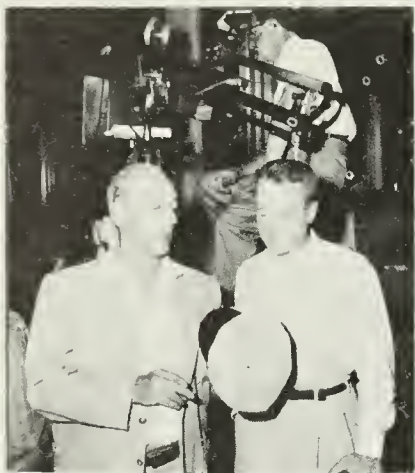
This big chunk of plot and attendant complications are treated with rare tongue-in-cheek style by Messrs. Ponomo and Frank and conducted at a fast and furious pace. Among the comic highlights they have designed for the tastes of a very wide audience: an insane knightly ceremony taken at double time; a jousting duel in which Kaye's armor has inadvertently become magnetized and the comedian coming in and out of a witch's hypnosis at the snap of a finger.

Kaye is fine as an oof, delivering several musical numbers to excellent effect. Particularly outstanding are his rendition (with a troupe of midgets) of "They'll Never Outfox the Fox" and of one of his famous monologues, "The Moladjusted Jester."

The picture also gets a big lift, however, from the rest of the cast who catch just the correct degree of spoofing spirit. Notable among them are: Glynis Johns as the pretty captain, Mildred Dunnock as a put-upon witch, Angela Lansbury as the pretender's willful daughter, Basil Rathbone as the main villain and Cecil Parker as the pompous pretender.

CAST: Donny Kaye, Glynis Johns, Basil Rathbone, Mildred Dunnock, Angela Lansbury, Cecil Parker, Robert Middleton, Michael Pate, Herbert Rudley, Noel Droyton, Edward Ashley, Alan Napier, Lewis Martin, Patrick Aherne, Richard Kean, Hermine's Midgets, the American Legion Zouaves, and others.

CREDITS: Produced, directed and written by Norman Ponomo and Melvin Frank; Photography, Roy June; Music, Sylvia Fine and Sammy Cohn; Editor, Tom McAdoo; Choreography, James Storbeck; Technicolor consultant, Richard Mueller; Art direction, Hal Pereiro and Roland Anderson; Second unit director, William Watson; Special photographic effects, John P. Fulton and Irmin Roberts; Process photography, Farciot Edouart; Set decoration, Sam Comer and Arthur Kronz; Costumes, Edith Heod and Yvonne Wood; Assistant director, John Coonan.



HOLLYWOOD - Some time in the immediate future, Paramount will make THE BUSTER KEATON story, and George Gobel will probably star in it. Here Keaton, left, and Gobel get together at Paramount for a preliminary conference.



HOLLYWOOD - Sometime while this issue of Paramount World is being published, the Academy Award nominations will be announced. It's our guess that Dewey Martin, above, will be nominated for his great work in THE DESPERATE HOURS. He's also magnificent in Perlberg-Seaton's THE PROUD AND PROFANE.



TANGIER - Following completion of THE MAN WHO KNEW TOO MUCH in Morocco, Producer-Director Alfred Hitchcock is interviewed over the Tangier Radio. (We are certain he did not divulge the ending of his highly thrilling suspense drama).

Stars in the Making *****



"THE SCARLET HOUR" -- that's the hour when a man and a woman, deep in a love that is not rightly theirs, realize that they've reached the point of no return. And that is the hour, in the witching light before dawn, that Carol Ohmart and Tom Tryon have here reached. This is a production of deep interest, and from it will come one, and two, and possibly three great new Paramount stars.

DE TWEE GROOTSTE FILMS IN DE GESCHIEDENIS DER CINEMATOGRAFIE ZIJN BEIDE PARAMOUNT PRODUCTIES!

Die twee films zijn "DE TIEN GEBODEN" en "OORLOG EN VREDE". Zij worden gemaakt door regisseurs, die reeds sinds het ontstaan van de filmindustrie in het vak zitten: Cecil B. DeMille en King Vidor. Zij worden vervaardigd voor de maatschappij --- Paramount --- die ook reeds sinds die beginperiode bestaat. En beide films zullen thans binnen een jaar uitgebracht worden.

Van dit moment of zult U heel veel over beide films horen. En - dit is even belangrijk - men verwacht van U dat U van nu af aan alles in het werk zult stellen om in Uw land bekendheid te geven aan het feit dat "DE TIEN GEBODEN" en "OORLOG EN VREDE" de twee grootste producties zijn, die ooit vervaardigd werden. Dit is nieuws van de eerste orde, niet alleen voor de exploitanten in Uw land, doch ook voor de plaatselijke pers, de plaatselijke onderwijsinstellingen, en in het bijzonder de plaatselijke theaterbezoekers. De filmindustrie heeft nooit eerder zulke magnifieke films gemaakt en de eer valt geheel aan Paramount te beurt. Laten wij alles doen wat in ons vermogen ligt om ons dit waardig te tonen!

Naast deze twee grote films zijn er echter nog vele andere van topkaliber. Wij hebben in dit nummer een pagina gewijd aan de andere bijzondere films, die dit jaar onze studio verlaten. Leest U ook deze gegevens met volle aandacht!

In dit nummer geven wij ook een verslag van de enorme hulde, aan Cecil B. DeMille op 22 Januari in Hollywood betuigd. Dit was een zeer emotievol-

le gebeurtenis, zoals U uit ons verslag moge blijken. En het was indirect een eerbetoon aan Paramount, want het is door middel van het distributie-apparaat van Paramount's organisatie, dat Mr. DeMille's uitstekende films het publiek over de gehele wereld hebben bereikt.

Tot de hoogtepunten van het productienieuws, dat de wereld ingezonden wordt, behoort ook het volgende: Marlon Brando zal nog dit jaar een tweede film voor Paramount maken. Het wordt een avonturenfilm, gebaseerd op ware gebeurtenissen in het hedendaagse Zuid-Oost Azië. En Clark Gable gaat een Paramount-film maken onder auspiciën van Seaton-Perlberg.

De speciale voorvertoningen van "ANYTHING GOES", vorige maand gehouden in 32 steden van de V.S. hebben overduidelijk bewezen, dat Paramount met deze film een musical heeft van het soort, dat overal ter wereld bij het publiek in de smaak zal vallen. En ieder van de vier sterren - Bing Crosby, Donald O'Connor, Mitzi Gaynor en Renee Jeanmaire; behaalt een groot persoonlijk succes.

Volgende maand, in Maart, zullen de Academy Awards uitgereikt worden. Tegen de tijd, dat dit nummer U bereikt, zullen de inzendingen al bekend gemaakt zijn. Wij weten, dat bovenaan de lijst de naam van Anna Magnani staat voor haar gloedvolle vertolking in "THE ROSE TATTOO". Intussen oogst deze film overal waar zij wordt vertoond een waarlijk sensationeel succes.

Het is al showmanship - in het bijzonder internationaal showmanship - wat de klok slaat. Bekijk slechts een nummer - elk nummer - van Paramount World voor het bewijs daarvan! Ons product is Paramount - en zo is ook ons showmanship.

HOLLYWOOD IS WHERE THE INDUSTRY'S PARAMOUNT PRODUCT IS MADE



★ Deborah Kerr, William Holden and Jerome Pickman, in centre, are obviously stirred by the power of the tributes paid Cecil B. DeMille at the Screen Producers Guild dinner at the Beverly Hilton Hotel.



Mitzi Gaynor, playing a "return engagement" at Paramount in George Gobel's *THE BIRDS AND THE BEES* after completing *ANYTHING GOES*, is the studio mailroom's favorite "pin-up" gal. The mail room boys voted her a very personal award, with the presentation being made by Whitney Sponsler, Dick Mohler and Ben Mitchell.



Executive producer Don Hartman, right, visits the set of *THE MOUNTAIN* for a production conference with star Spencer Tracy and Director Edward Dmytryk.

A pair of no-words-needed reactions to the entertainment merits of *ANYTHING GOES*, recorded at the Hollywood preview. At left are Paul Douglas and his wife, Jan Sterling. Another husband-and-wife pair are Aldo ("We're No Angels") Ray, and Jeff Donnell, who is a constant joy on the George Gobel television show.



John Derek, one of the swiftest-soaring stars in the cinema today, is reported to be giving a magnificent performance as a clergyman turned prizefighter in *THE LEATHER SAINT*. With John in this fast-moving, heart-tensing film are Paul Douglas, Jody Lawrence, Cesar Romero and Ernest Truex.



A man and a woman are looking in a window in Hollywood. Who are they? What are they looking at? And in what window? Let's begin with the window. It's the display window of The Hollywood Reporter. The object of the couple's interest is a picture of Jody Lawrence, co-star of *THE SCARLET HOUR* and *THE LEATHER SAINT*. The people? They are Miss Lawrence herself, and top Hollywood Reporter reporter Mike Connolly, who is interviewing Jody about the thrill of her sudden ascent in the Hollywood film firmament.

VISTA VISION



MADRID - Danny Kaye's internationally celebrated ASSIGNMENT CHILDREN was given a special release recently at the Lope de Vega Cinema here. Here is the line-up to see the picture, which was shown in conjunction with ELEPHANT WALK. At top left is Dr. Juan Bosch Marin, Delegate of UNICEF in Spain. Top right is one of the massive posters advertising ASSIGNMENT CHILDREN.



BARCELONA, SPAIN - A very artistic display for the Alan Ladd picture, BOTANY BAY, adorns the lobby of the Cine Paris here.



LIMA, PERU - No part of the Tacna Theatre was overlooked in announcing the advent of WE'RE NO ANGELS....nor in stressing the fact that it, and all forthcoming Paramount pictures, are in eye-earse VistaVision. In fact, we must compliment all sectors in the Latin-American Division for their great devotion to the promotion of VistaVision.



Rita Moreno adds plenty of this= kind of zip -- in Technicolor and VistaVision -- to THE VAGABOND KING...And when Rita sings a saucy song, it's really saucy, and really sung.

DOS PELICULAS PARAMOUNT QUE ENALTECEN LA MARCA DE LA MONTAÑA Y LAS ESTRELLAS.....

Estas dos películas son "Los Diez Mandamientos" y "La guerra y la paz". Los directores de esas películas son dos verdaderos maestros de la cinematografía a la cual han dedicado la mayor parte de sus vidas. Estos dos grandes animadores son Cecil B. DeMille y King Vidor. La empresa productora es la Paramount, precursora e impulsora de los grandes adelantos habidos en la industria. Ambas películas serán estrenadas al año de aparecer estas líneas. . . Desde hoy el paramountista estará informado del progreso en la realización de estas películas y, desde hoy, el paramountista hará cuanto esfuerzo le sea posible para llevar a la atención de los exhibidores y del público de sus respectivos países el hecho de que "Los Diez Mandamientos" y "La guerra y la paz" serán las películas más grandes, en todos sentidos, que se han realizado. Los exhibidores, la prensa local, los centros educativos y, como hemos dicho antes, el público deben tener consciencia plena de este hecho. . . Además de las dos grandes producciones que hemos mencionado, Paramount cuenta con otras películas de gran valor e impor-

tancia. En otro lugar de este número mencionamos las magníficas películas que saldrán este año de nuestro estudio. . . También en este número dedicamos buen espacio al importante tributo con que fué honrado Cecil B. DeMille en Hollywood el 23 de enero. El homenaje tributado al gran animador de la cinematografía fué indirectamente un tributo de reconocimiento a la Paramount, pues es a través de nuestra organización que Mr. DeMille ha logrado llevar a las pantallas del mundo entero sus grandes producciones cinematográficas. . . Una de las noticias importantes que en estos días llama la atención de los aficionados al cine es la de que Marlon Brando interpretará otra película de la Paramount durante este año, la cual tendrá por tema una aventura original en un país asiático. La otra noticia es la de que Clark Gable será el protagonista de una película de la Paramount bajo los auspicios de la unidad productora Seaton-Perlberg. . . El estreno nacional de la película "Anything Goes" ("Todo vale") llevado a cabo en 32 ciudades de los Estados Unidos el mes pasado, ha demostrado, sin lugar a dudas, que la Paramount posee con esta producción un nuevo tipo de película musical que gustará a todos los públicos del mundo. Las cuatro estrellas que toman parte en "Anything Goes" son; Bing Crosby, Donald O'Connor, Mitzi Gaynor y Renée Jenamaire. Todos ellos alcanzan grandes triunfos personales... El próximo mes de marzo, la Academia de Artes y Ciencias del Cinematógrafo otorgará sus premios anuales. Al llegar este número a manos del paramountista, los nombres de los candidatos se habrán ya hecho públicos. Entre los nombres propuestos para ese honor figura el de la gran actriz italiana Anna Magnani, protagonista de la película "La rosa tatuada", la cual está obteniendo grandes recaudaciones de taquilla en todos los teatros donde se exhibe. . . Volvamos a la palabra intraducible en nuestro idioma -- "showmanship". Esta es la palabra que hoy priva. Basta ojear un número de Paramount World para darse cuenta de que el "showmanship" está íntimamente ligado con nuestro producto -- "showmanship" es Paramount.



ORESTE and KATHRYN GRAYSON star in "THE VAGABOND KING" to bring the world one of the most thrilling musical romances in all the long and colorful history of the cinema.

PARAMOUNT HAPPENINGS IN LATIN AMERICA

25



HOLLYWOOD - Mario Ghio, Panama Manager for Paramount, was a recent visitor to the Paramount studio, and because horses are rare in Panama, he had himself photographed with one on a set of the Martin and Lewis comedy, *PARDNERS*. Of course the fact that Dean and Jerry's leading lady, Lori Nelson, was astride the horse had something to do with this being Mario's choice of a photographic locale.



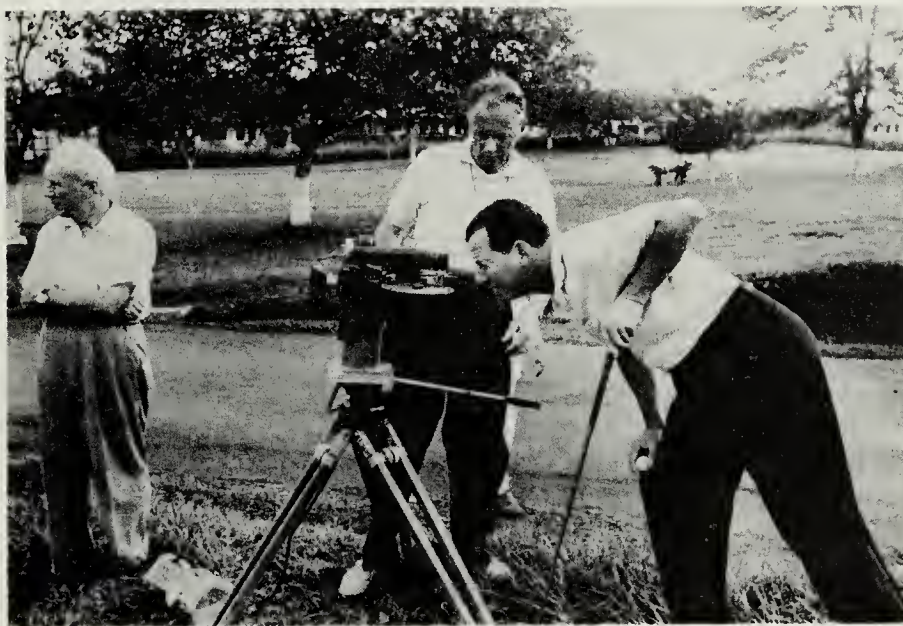
HOLLYWOOD - Believe it or not, but George Gobel --- *The BIRDS AND THE BEES* Lothario -- got his start in show business with the Latin American symbol of romance -- the guitar. He strums it to Mitzi Gaynor with such effect in the picture that she marries him in the end. But --- does he play the guitar after the wedding? That, mes amigos, is a horse of a different color indeed.



HOLLYWOOD - Carol Ohmart, by day or by night, is a fascinating figure of intriguing menace --as you'll see in *THE SCARLET HOUR*.



HAVANA - Here is a neat, attractive and dignified link between Paramount's *LUCY GALLANT* and a strategically situated window of one of Cuba's better dress emporiums, "The Fair." As Paramount Manager Robert A. Pratchett says: "The window attracted considerable attention and the picture is doing likewise." (right)



PANAMA - This scene supplements the one beneath it. It shows President Ricardo Arias, who has already been filmed playing golf, examining the special portable VistaVision camera being used by Russell Ervin, centre, and Edgar Fay in making their two-reeler in VistaVision of Panama. (The camera weighs a mere 17 pounds).

PANAMA - Arriving here to make a VistaVision subject of Panama and the Canal Zone, Producers Russel T. Ervin, second from right, and Edgar Fay, left, are welcomed at Tocumen Airport by Paramount Representative Manuel G. Fernandez and Alberto Auerbach, right. Mr. Auerbach is Assistant Secretary of the Public Relations Office, who welcomed the visitors to Panama on behalf of President Ricardo Arias.



HOLLYWOOD - In the film capital from Guayaquil, Ecuador, is Othon Castillo, representing *El Telegrafo*. Here he interviews Paul Douglas on the set of *THE LEATHER SAINT*, in which Douglas has a colorful role as a fight manager.

CAMERA LENS ON AUSTRALIA AND NEW ZEALAND



Pictures from New Zealand being about as rare as flying kiwis, we have to content ourselves with advising that, according to General Manager S. H. Craig, business is terrific with THE SEVEN LITTLE FOYS, and STRATEGIC AIR COMMAND (especially the latter's marvelous VistaVision) drawing rave attention. FOYS is being hailed as the best Hope film since ROAD TO BALI.



HOLLYWOOD - Returning to his Managing Director's post in Sydney, Clay V. Hake stops off at the studio and visits some of the production departments, vital to the creation of our pictures, yet out of the orbit of regular visitors. Here he is with Hal Pereira, Supervising Art Director of the Studio, learning at first hand something of the vast amount of creative research and actual labor which go into each and every picture long before the first foot of film passes through the cameras.



....And here Mr. Hake, in the office of Loren L. Ryder, Head of Paramount's Special Projects and Sound Departments, finds incontestable evidence of the fact that when the Battle of Screen Sizes and Shapes is resolved, it will be a case of "VistaVision by a Technical Knockout." That will be the world's happy verdict.

Two Martin & Lewis Comedies Have Australia in Hysterics



SYDNEY - The Greater Union Theatre's Capitol here stacked up the all-time house record with YOU'RE NEVER TOO YOUNG as 1956 came galloping in. This was the scene as motorcycle police did their part in controlling the record crowd.



BRISBANE - Manager Harry Greaves of the Wintergarden Theatre here has a lobby almost as big as a playing field, so it holds the queue usually found in the street. Here Harry looks over the overflow crowd gathered to see 3 RING CIRCUS.

LEFT

This is simply a token depiction of one of the greatest publicity spreads in Australian film history. Advertising Manager Herman Flynn got it, in full color, in the Australian Women's Weekly. It features Edith Head fashions in Paramount Pictures, and covers many productions. Its value, in terms of coverage and effectiveness, runs into many thousands of Pounds (A).



MELBOURNE - Here's how they lined up at Paramount's King's Theatre at an hour so early they practically prevented the night watchman from getting out. The cause: YOU'RE NEVER TOO YOUNG.



PERTH - This was the scene in Western Australia's capital as 3 RING CIRCUS packed them in at the Royal on New Year's Day. This provided a clean sweep of Martin and Lewis triumphs in all of the Australian state capitals as 1956 was ushered in. Every capital city was premiering a Martin and Lewis comedy on January 1st.



ADELAIDE - Recently we showed the winners in the Majestic Theatre's clown contest for 3 RING CIRCUS. Here is an idea of the number of participants. The picture got an extra boost when all of these young folks scampered through the streets of Adelaide, giving forth with news about the Martin and Lewis comedy.

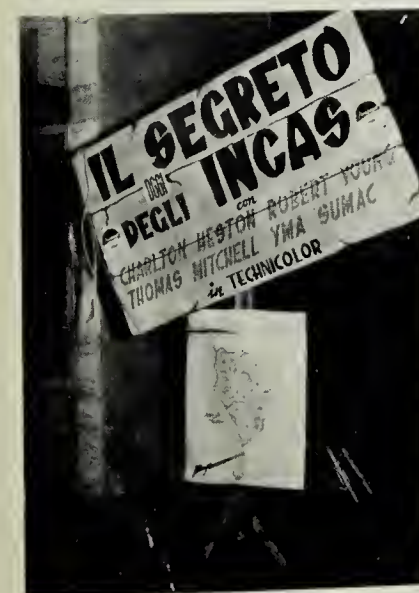




HOLLYWOOD - Dr. Remo Branca, Director of Film Library, Ministry of Public Instruction, Rome, is greeted on the set of THE MOUNTAIN by star Spencer Tracy.



ROME - Milly Vitale, who was Bob Hope's leading lady in the film, is very happy to receive citation from COMPO (The Council of Motion Picture Organizations) for her splendid work in THE SEVEN LITTLE FOYS. Making the official presentation is Paramount Publicity Director Vieri Niccoli.



NAPLES - Very effective showmanship display for SECRET OF THE INCAS in the lobby of the Metropolitan Theatre here. Map with an arrow through it purports to show the location of the great Inca treasure that's sought in the picture.



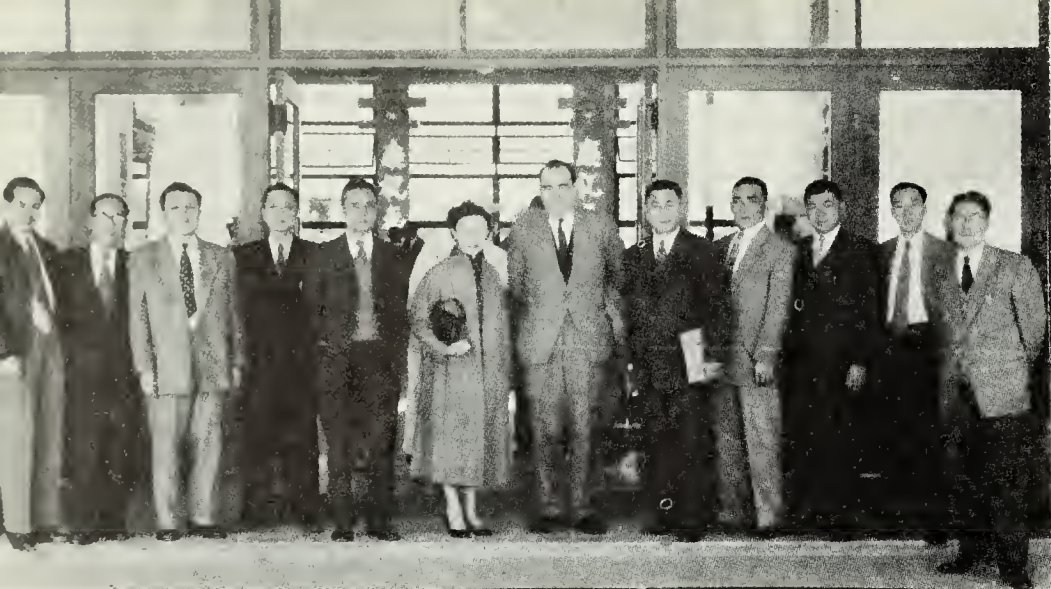
WAR AND PEACE has much that is Technicolor and VistaVision - and war....But it also has much that is graced by the talents of Audrey Hepburn, Henry Fonda, Mel Ferrer, and the scores of others in this magnificent ballroom scene, which is and the scores of others in this breath-takingly beautiful in both mighty film's matchless cast.

I DUE MAGGIORI COLOSSI NELLA STORIA DEL CINEMATOGRAFO SONO DUE FILM PARAMOUNT

Questi due film sono I DIECI COMANDAMENTI e GUERRA E PACE e alla loro preparazione stanno lavorando due artefici che hanno cominciato a creare film sino dal sorgere dell'industria cinematografica, cioè Cecil B. DeMille e King Vidor. Alla stessa industria appartiene virtualmente fino dal suo primo inizio la Case per cui essi sono prodotti, cioè la Paramount. Tutti e due questi film usciranno entro l'anno dell'apparizione del presente numero. . . De questo momento in poi sentirete molto parlare di queste due pellicole, così come da ora in poi spetterà a voi di divulgare nella vostra parte del mondo, in qualsiasi forma e con qualsiasi mezzo a vostra disposizione, la notizia che I DIECI COMANDAMENTI e GUERRA E PACE sono le due opere più portentose che il cinematografo ci abbia mai donato. Un annuncio del genere è della massima importanza non solo per la classe degli Esercenti del vostro paese, ma pure per la vostra stampa, per le vostre scuole e centri culturali nonchè soprattutto per il vostro pubblico cinematografico. A questo proposito non dimenticate che la nostra industria non si è mai trovata contemporaneamente di fronte a due film così mastodontici e che il vantaggio è tutto della Paramount. Perciò ste a noi di saper raccogliermene i frutti. . . Ma oltre ai suddetti due colossi, abbiamo a nostra di-

sposizione molte altre pellicole di ottimo calibro, come potrete notare dall'intera pagina che dedichiamo oggi a questo soggetto e che vi preghiamo di leggere attentamente. . . In questo numero vi teniamo anche al corrente del magnifico tributo reso a Cecil B. DeMille il 22 Gennaio a Hollywood. E' stata una cosa veramente commovente e potrete rendervene conto voi stessi da tutti i dettagli che vi diamo in merito. Indirettamente, allo stesso tempo, si è trattato di un tributo reso anche alla Paramount perchè è attraverso il meccanismo della sua organizzazione mondiale di noleggio che i magnifici lavori di DeMille hanno avuto modo di raggiungere i pubblici di tutto il mondo. . . Eccovi ora due notizie importanti in tema di produzione: la prima è che Marlon Brando farà un secondo film alla Paramount entro quest'anno, e l'altra che Clerk Gable sarà il protagonista di un film Paramount da prodursi dal binomio Seaton-Perlberg. . . Le speciali anteprime di ANYTHING GOES che hanno avuto luogo in 32 città degli Stati Uniti il mese scorso hanno confermato in pieno che la Paramount ha in questa pellicola il tipo di film musicale che piace al pubblico dovunque. I quattro interpreti, cioè Bing Crosby, Donald O'Connor, Mitzi Gaynor e Renee Jeanmaire, non potevano essere scelti meglio. . . A Marzo prossimo avrà luogo in Americhe la famosa premiazione annuale dell'Accademie. Al ricevere di questo bollettino conoscerete già i nomi dei candidati tra cui, già sappiamo, primeggia quello di Anne Magneni per la sua superba interpretazione in LA ROSA TATUATA. Intanto il film ste andando a gonfie vele in qualunque locale esso esca. . . L'abilità in materie di lanciamenti pubblicitari dei nostri film, specialmente all'estero, ve eumentando di giorno in giorno, come potrete tutti constatare da ogni a qualsiasi numero di "Paramount World." Per ciascun film Paramount un vero lancio Paramount!

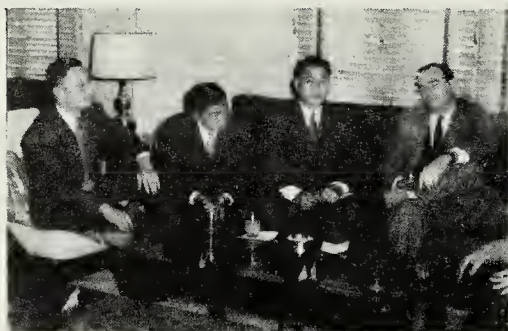
FAR EAST EVENTS THROUGH A PARAMOUNT CAMERA LENS



TAIPEI, TAIWAN - Far East Division Manager F.C. Henry arrives at Taipei Airport and is greeted by leading first-run exhibitors of Free China, and members of the Paramount branch. From right: Mr. T.T. Huang, General Booking Manager of Central Motion Pictures Corporation; Mr. P.T. Chen, Manager of Cathay Theatre; Mr. K.F. Hsu, Chairman of Taiwan Provincial Theatre Guild and Manager of Dah Kuan Theatre; Mr. S.T. Hsia, Manager of Taiwan Theatre; Paramount Branch Manager Andrew T. Fan; Mr. Henry; Mrs. Fan; Mr. Y.C. Shan-Kwan, Chairman of Taipei Theatre Guild and Manager of Great World Theatre; Mr. S.Y. Wu, Manager of First Opera Theatre; Mr. T.F. Huang, Manager of Pao Kung Theatre; Mr. H.H. Huang, Manager of Hwa Kung Theatre; Mr. Ben Chiang, Assistant of Paramount Office.



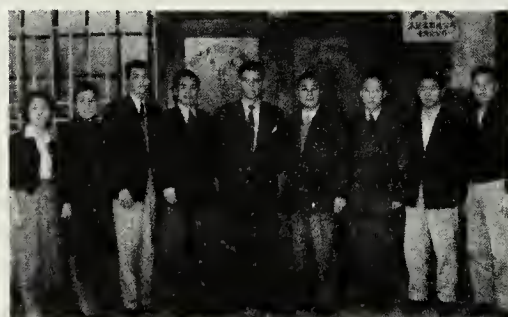
TOKYO - During their stay here, Mr. and Mrs. Alfred Hitchcock visited the Kabuki Theatre. Here the noted director, accompanied by Paramount General Manager N. Metori, centre, is welcomed by the famous actor, Koshiro Matsumoto.



TAIPEI - In the Grand Hotel, Far East Division Manager F.C. Henry, right, and Paramount Branch Manager Andrew T. Fan, seated next to him, interview leading first run exhibitors of Free China. With them here are - Mr. Y.C. Shan-Kwan (left), Chairman of Taipei Theatre Guild, and Manager of Great World Theatre; and Mr. K.F. Hsu, Chairman of Taiwan Provincial Theatre Guild and Manager of Dah Kuan Theatre.



TOKYO - Across the page is a group picture showing Shirley MacLaine attired as a Japanese bride. Here is a lovely close-up.



TAIPEI, TAIWAN - We are happy to present here the Paramanteers of the China Office. From left: Miss M.L. Sheung, Typist-Clerk; Mrs. P.L. Lo, Assistant Accountant; Mr. Ben Chiang, Booker; Mr. A.J. Davy, Far East Divisional Auditor; Mr. Andrew T. Fan, Branch Manager; Mr. Carlton C.T. Cheng, Accountant; Mr. C.C. Chiu, Film Inspector; Mr. C.S. Huang, Office Boy.

(Right)

HOLLYWOOD - Conversation here is about the impending production of OMAR KHAYYAM -- THE LOVES OF OMAR KHAYYAM -- forecast as one of the great Paramount pictures of all time, with Cornel Wilde as Omar. Pictured here are Producer Y. Frank Freeman, Jr., and, left, and Cyrus Zulghadr, newspaper representative of Iran-Bidar, of Teheran, Iran.



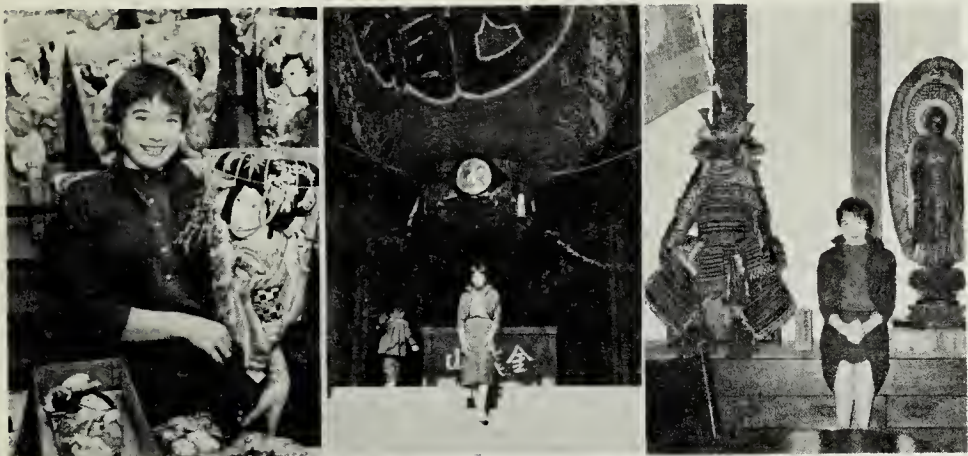
HOLLYWOOD - Cecil B. DeMille is studio host to a most distinguished visitor who is touring the United States as a guest of the State Department. He is The Venerable Vira Dharmawara, Leader of Buddhist order and spiritual advisor to ex-King Norodom Sihanouk, Phnom Penh, Cambodia.



TOKYO - Alfred Hitchcock, whose future directorial activities are to play a big part in Paramount's destiny, receives a very warm Paramount welcome on his arrival at Haneda Airport. This shows some of the Japanese actresses who met Mr. and Mrs. Hitchcock, and accompanying them were General Manager N. Metori, left, and Publicity Manager T. Ise, partly hidden by Mrs. Hitchcock. (Japanese actresses not identified by name).



Shirley in Japan



TOKYO - Shirley MacLaine, talented featured player of ARTISTS AND MODELS, and THE TROUBLE WITH HARRY, has been in Japan, and the evidence to hand is that she fell in love with Japan, and Japan and the Japanese with her. In centre she stands under a huge lantern at Asakusa Kannon Temple, Tokyo. At right, in the Chinzanso Restaurant, she poses decoratively with an engraved statue of Buddha and an armour reminiscent of old Japan. Left, she looks very pleased with her purchase of a typical Japanese battledore 'Hagoita' at the Matsuzakaya Department Store.



Shirley MacLaine and her husband, Steve Parker, who is also her manager, meet the great Japanese Kabuki actor Ennosuke Ichikawa and his grandson, Danko, attired in traditional actress' kimono. At right, Shirley is on Nakamise-dori, a famous shopping street in front of the Asakusa Kannon Temple.



TOKYO - Shirley MacLaine attired in traditional Japanese bridal costume, and attended by three very beautiful Japanese screen stars. From left: Chiyoko Hagi. Chikako Kaga and Ineko Arima.



TOKYO - Here Shirley sees the famous 'Niju-bashi,' or Double Bridge, at the Royal Palace. (We must say that Miss MacLaine did a first-class job of really seeing Japan).



映画史上最大の二雄編 公開迫る

映画産業の誕生この方映画製作を継続してきた二大監督、セシル・B・デミル及びキング・ヴィドアによって映画の誕生以来業界に確固たる地位を続けるパラマウントの為に製作中の映画史上最大の二雄篇、「十誠」及び「戦争と平和」は愈々本誌の発行後一年以内に公開されることになった。今日以後これら両作品について大量の宣伝資料を本社から送附する予定であるが、諸賢に於てもあらゆる可能な資料及び方途を捉え、「十誠」及び「戦争と平和」の二作品は曾つてスクリーンに現れた如何なる作品にも例をみない最大の映画であることを周知させるよう努力せられ度い。この事は貴地の興行関係者にとつてのみならず、新聞関係、教育関係者、就中映画ファンにとつて特に重要な意義を持つもので、映画産業始まつて以来の最も豪華な産物である。

あるこの二名画がパ社によつて全世界に贈られることに大きな誇りを感じ、その公開をいやが上にも光彩あらしめるよう特別の努力が要請されるわけである。

尙これ等二大作品の他にもパ社が誇る大作が踵を接して登場、本誌でも今年完成する多くのこれ等の作品に一頁を割いて紹介を行うことになつたので御精読を乞う。

デミル監督表彰

一月二十二日ハリウッドでセシル・B・デミル監督に対して全映画界挙げての表彰が行われた。本号にその詳細を掲載したがデミル監督に贈られたこの栄誉は同時に又パラマウントに対する栄誉でもある。何となればデミル監督の勝れた作品はすべてパ社の配給網を通じて全世界の映画ファンに贈られたからである。

ブランド及びゲイブル

パ社作品に出演

マローン・ブランドは今年中に二本目の

パ社作品に出演することになった。現在東南アジアに起りつつある現実の出来事に主題をとつた冒険映画となる予定である。一方クラーク・ゲイブルはシートン・パールバーグの製作コンビでパ社作品に出演が決つた。

「エニシング・ゴーズ」全米でプレミアシヨウ

「エニシング・ゴーズ」の特別プレミアシヨウは去る一月全米の三十二ヶ所で行われたか、その反響は素晴らしい。全世界のファンが待望する勝れた音楽劇として大きな期待が懸けられている。主演の四人、ビング・クロスビー、ドナルド・オコナー、ミッチー・ゲイナリー及びレニー・ジャッメルは何れもこの映画で素晴らしい人気を博している。

大ヒットの「バラの刺青」

三月にはアカデミー賞が発表される。本

号が発行される頃そのノミネーションが公表されるが「バラの刺青」での輝く演技によつてアンナ・マニアーニの名前が受賞有力候補としてそのトップを飾ることは確実である。一方この映画は上映中の各劇場で例外なくセンセーショナルな成績を挙げている。

上昇著しいバラマウント・シヨウマンシップ

パ社のシヨウマンシップ、特にインターナショナルシヨウマンシップは著しい上昇を示して心強い限りである。本誌「バラマウント・ワールド」の一つ一つの号を例にとつてもその生きた証拠が満載されている。最高の作品、そして最高のシヨウマンシップ、輝かしいパ社の姿である。

★ ★ ★ ★ ★



PERSONAL ITEMS FROM THE PARAMOUNT WORLD



PARIS - Barbara Darrow, one of the leading ladies in the Spencer Tracy starring picture, *THE MOUNTAIN*, did a spot of sightseeing in Paris after filming in the French Alps had been completed. Here she is on the banks of the Seine, backgrounded by the replica (smaller scale) of the Statue of Liberty which France constructed as a symbol of the original one which the nation had presented to America, and which stands in New York's Harbour facing the city.

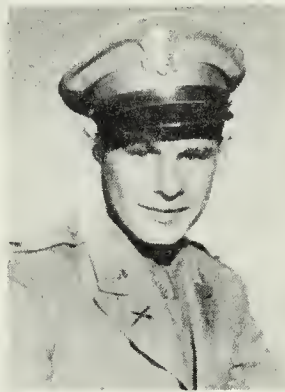


PARIS - Here are Barbara Darrow and Anna Kashfi looking with interest at the French sentry standing his post outside the home of the President of France. He certainly will view *THE MOUNTAIN* with great interest when the spectacular film, in Technicolor and VistaVision is released in France.

You have not lived a perfect day, even though you have earned your money, unless you have done something for someone who will never be able to repay you.

- RUTH SMELTZER

PROMOTED TO CAPTAIN



A well-earned promotion in the U.S. Army Reserve came to Publicist Leonard Wayne recently when he received the double silver bars of a captain in the Artillery. Leonard has 14 years total service, including five and a half years of active duty. He came up from the ranks after enlisting in 1942, and was stationed in the Philippines after receiving his commission in 1945.

A FINE HONOR

A Paramounteer with a particularly fine record of company service was especially honored at the Sixth Annual Communion Breakfast for the motion picture industry in New York on January 29. Rt. Rev. Monsignor John S. Middleton, representing Cardinal



Attending the premiere of Danny Kaye's *THE COURT JESTER* at the Plaza Theatre, London, which was under the Patronage of Princess Margaret - were Mr. and Mrs. Russell W. Hadley, Jr., and Glynis Johns. Mr. Hadley is Assistant Managing Director of Paramount in London.

HAROLD W. WISE
1904 - 1956



A fine salesman and a grand Paramounteer passed beyond our ken on the evening of January 18, when Harold W. Wise died suddenly of a heart attack in Madison, Wisconsin. He was 51 years of age and had been a member of the Paramount organization since 1938.

He began in that year as a Booker in Chicago and was successively transferred to St. Louis and Minneapolis in the same capacity, and to Milwaukee as a salesman in 1946.

His fine capabilities were rewarded with membership in Paramount's 100% Club.

He is survived by his widow, Shirley Rose Wise and a sister, Frances Monroe.

To them go our deepest condolences.

Spellman at the breakfast, conveyed the Cardinal's greetings and blessings to Marguerite Bourdette, Secretary to Eastern Sales Manager Hugh Owen, as one who had "spearheaded" this annual event.

Such a recognition meant a great deal to Marguerite: "Nothing has given me so happy a feeling," she said. Marguerite originally conceived the idea of the breakfast and has worked hard each year to make the event an interesting and worthwhile one.

Reverend James Keller of the Christophers was the principal speaker to the audience of about 1,500, in the grand ballroom of the Waldorf Astoria Hotel.

(In the Studio, Douglas Bridges, business manager of the advertising and publicity department, is industry chairman of the Communion Breakfast, and likewise does a superlative work of organization).

Silver and gold are not the only coin; virtue also passes current all over the world.

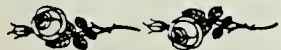
- EURIPIDES

25-YEAR CLUB NEWS FROM ALL AROUND THE WORLD

ALBERTA COLLINS GETS 25-YEAR CLUB HONOR IN DES MOINES



The Des Moines branch is honored at having a new member of the Paramount Pictures 25-Year Club in their midst. Branch Manager Don R. Hicks inducted Alberta Collins into the Club on December 23rd last. She was presented with wristwatch, membership pin and certificate. She also received a necklace and earring set from the Des Moines branch Pep Club. Mrs. Collins, with moist eyes, recalled many happy incidents in her long association with Paramount.



The great family of 25-Year Club members, spread all around the world, continues to grow. And wherever there is added a new member, there also is a scene of celebration -- as in the case of Mexico at the right.

As year follows year, new entrants into the ranks are announced. Already word has reached Home Office of the Paramounteers in certain countries who will this year achieve membership in the coveted ranks. And as you all know so well from these pages, membership in the Paramount 25-Year Club ranks is an accolade of a very high order, greatly prized by Paramou-



MEXICO CITY - Here is Mexico's newest inductee into the International 25-Year Club of Paramount, Mr. Carlos Perez B, receiving his watch and other symbols of membership from Latin American Division Manager A.L. Pratchett. Looking on are, at left - Mr. Juan Bustamante; in centre, Mr. Carlos Escalante; and at right, Mr. Juan Gonzalez and Mr. Francisco Ledesma. All six in the picture are 25-Year Club members.



MEXICO CITY - Following the 25-Year Club induction there was a party in the true Mexican tradition, with one grand VistaVision cake adorned with a Paramount Trade Mark. Participants, L-R are: Mr. Carlos Escalante, Mr. A.L. Pratchett, Mr. Carlos Perez B, Mr. Jorge Salazar, Mr. Antonio Sastre, Mr. Andres Cortes, Miss Concepcion Meza Nieto and Miss Concepcion Garcia.

nteers everywhere.

In a number of overseas countries the local 25-Year Club members have formed their own local clubs, with their own officers and rules. It is these Clubs which induct the new members as they become eligible; and local executives attend these functions as special guests, unless of course they are members also.



Branch Manager Promotions

Eastern Sales Manager Hugh Owen announced the following promotions, effective February 13th:

E.C. DeBerry, formerly branch manager of the Buffalo Branch, became branch manager at Cincinnati.

Hugh Maguire, formerly sales manager of the Philadelphia Branch, became branch manager at Buffalo.

Ed DeBerry had been branch manager at Jacksonville prior to his Buffalo post. (He is shown at left in Adolph Zukor's office on the occasion of his recent visit to Home Office. We have not yet received a photo of Hugh Maguire).

PARAMOUNT'S JOYOUS EASTER FILM, already a prime favorite with preview audiences clear across the U.S., has gone to the hearts of the trade paper reviewers also. Reproduced below are a couple of very typical reactions registered by a pair of astute appraisers of film fare for perceptive picturegoers.

REVIEWS OF NEW FILMS

"Anything Goes,"
Donald O'Connor, Jeanne Moreau, Miki Guyon
(VistaVision-Technicolor)

**PROBABLY NAME SHOULD SERVE AS
FOR THIS BIG, EXPENSIVE, C-**

PHOTOGRAPHY

[illegible]

LOS ANGELES - Attending the preview of ANYTHING GOES at the Stanley Warner Wilmette, were, L-R: Earl R. Collins, president of Republic's Hollywood Television Service; Herbert J. Yates, Republic president, and Vera Ralston (Mrs. Yates); A. R. Taylor, Paramount's Los Angeles branch manager.

[illegible]

REVIEW:
ANYTHING GOES
Paramount-VistaVision

MOTION PICTURE DATA

It's a PLATITUDE now to refer to a picture as being "just what the doctor ordered." It's also pretty old hat to tag a picture with such superlatives as a "natural" or a "bonanza." But "Anything Goes" is one of these productions. Medically speaking, it's a hypodermic that should be a definite cure for sick box-offices.

Story-wise, the picture is light, funny and in a sense, insane, as most musicals are and, perhaps should be. But the production numbers are fast and sure, and, perhaps, a few from famous chorography is not help drawing Miss Cahn and her people as Bing Crosby, Donald O'Connor, Jeanette MacDonald and Phil Harris. And this gaudy delivery as for The Cruise, O'Connor and Harris, their competency in polished role need no elaboration.

Produced in VistaVision and directed by Technicolor, "Anything Goes" is based on the stage musical of the same name by Cuy Boyton and P. C. Woodhouse and has retained some of the song hits from the show, such as "I Got a Kick Out of You," "You're the Top," "It's Deceitful and Blows," "Cabaret, Blow," among others. The story was revised, and "Blow" brought up to date by a couple of know-how boys, Howard Flatt and Russel Crouse.

Considerable credit must go to Nick Castle, chief choreographer, who directed most of the production numbers. Two of Jeanette's solo numbers were handled by her husband, Ballerina Roland Pett. Ennie Flatt set Miss Cahn's title number, "Anything Goes." Each is a stand-out.

Following the closing of a three-year run of a Broadway musical, in which Crosby has starred, a deal is made whereby Crosby and O'Connor will team up in a musical for the next season, although they never have worked together before. Each is heading for a European vacation separately. In London, Crosby tells Crosby to sign a leading lady, if he can find the coming Broadway show. They all sail together for New York each bearing on board ship to show. They all sail together for Jeanette show, overcome Paris and here several of the exciting musical numbers are performed. But Crosby falls for Jeanette while O'Connor is smitten by Miss Cahn. As is to be expected, all the difficulties start their, Robert Lewis did an expert job in directing. Production was in the capable hand of Robert Emmett Dolan, who was responsible for "White Christmas."

Running time, 106 minutes. General classification. Release date not set.

AL STEEN

AL STEEL

VISTAVISION HAS BECOME MIGHTY BIG BUSINESS -- AND NOT ONLY IN THE FILM INDUSTRY....

There's a lot more to VistaVision than many of us are aware of. General Motors, for instance -- the largest single corporation in the entire world -- thinks highly enough of the Paramount-developed system to make it the presentation keynote of their giant Motorama, now touring the United States.

(Paramount production genius, and specifically the talents of Y. Frank Freeman, Loren L. Ryder and Frank La Grande were devoted to this enterprise for more than 8 months prior to its spectacular debut last month.)

In our own VistaVision column last issue we highlighted the fact that in addition to every Paramount production being in VistaVision, the entire British output of the J. Arthur Rank Organisation will be in VistaVision.

Universal-International has made one of their mightiest spectacles, "Away All Boats," in VistaVision; and John Wayne's "The Searchers," for Warners, is in VistaVision.

Several Mexican pictures also have been completed in VistaVision; the Korda production, "Richard III," one of the screen's all-time great productions, about to be premiered on Broadway, is in VistaVision; and Stanley Kramer is now making "Pride and Passion" in Spain in VistaVision.

Box-Office Magazine, in its January 28th issue, has just given top honors to VistaVision subjects.

In a full page citation, the eminent trade publication's top Blue Ribbon citation for the Best Short Subject of 1955 was awarded to Paramount's

VISTAVISION VISITS
THE SUN TRAILS.

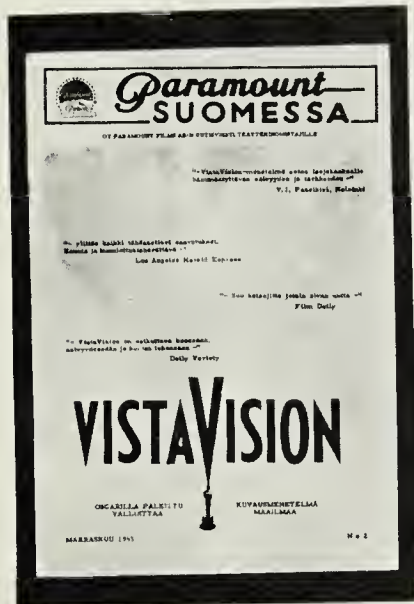
Paramount also won the second Blue Ribbon award for the Best Ten Short Subjects Series of 1955

PARAMOUNT VISTAVISION
SPECIALS

Box-Office also editorialized as follows: SHORTS GIVEN 'NEW LOOK' BY VISTAVISION, saying, "Paramount's new series of VistaVision shorts, magnificently photographed to give unusual depth and clarity to the scenic backgrounds, was the sole important 'new look' in the shorts field in 1955...." The editorial also said: "....The VistaVision shorts...have been among the few shorts in recent years to receive marquee billing from many exhibitors..."



This was the General Motors stage at the Waldorf Astoria Hotel in New York City. Front of the stage was a massive VistaVision screen on which was projected a VistaVision picture, in Technicolor, of the new General Motors cars in settings of spellbinding scenic beauty. At the film's conclusion, the VistaVision screen rose, as the cars themselves sped towards the camera, and there were the actual cars themselves ready to roll down the ramp. One of the most spectacular VistaVision entrances on record.



Finland is one of the many countries where Paramounters are losing no opportunity for stressing the importance of VistaVision. Both here and below are a couple of Manager Kurt Troup's means of stressing VistaVision to exhibitors, and to the Finnish press and public. As anyone can see, the VistaVision implication is quite inescapable -- and the Finns love it.

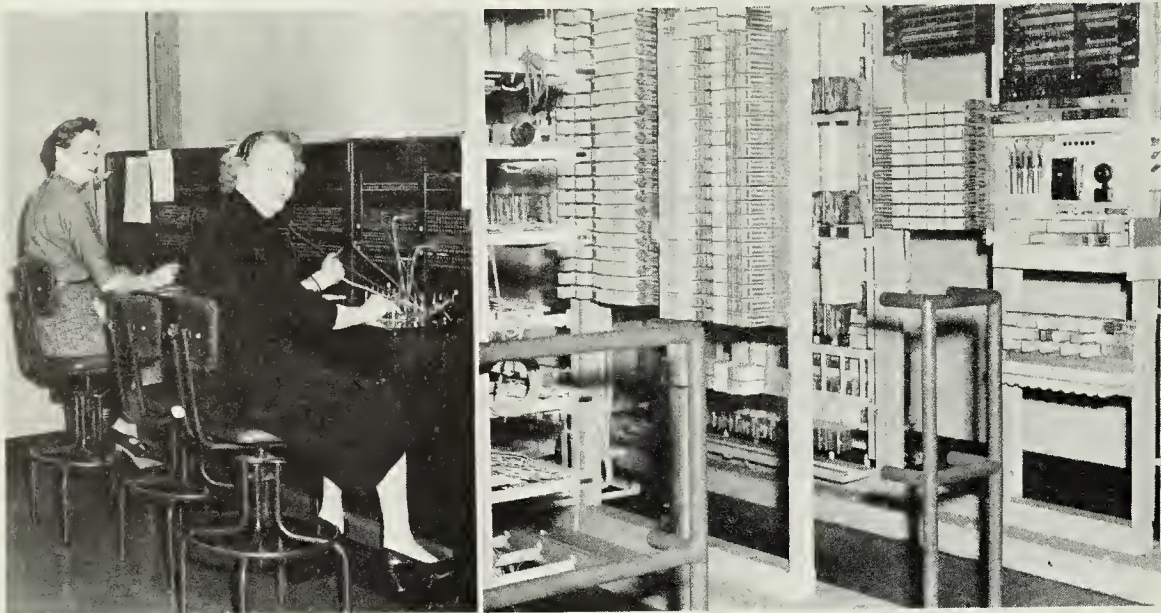


The Motorama of General Motors, which premiered in New York City, and is now on a national tour of the United States, was produced in the basic VistaVision medium. The official program, above, features VistaVision, and the report elsewhere on this page shows the massive extent to which the proportions and projection perfection of VistaVision have been linked with the passage of Today into Tomorrow.

PARAMOUNT IS "ON THE LINE"

INTEROFFICE OR TRANSCONTINENTAL--PHONE PROCEDURES

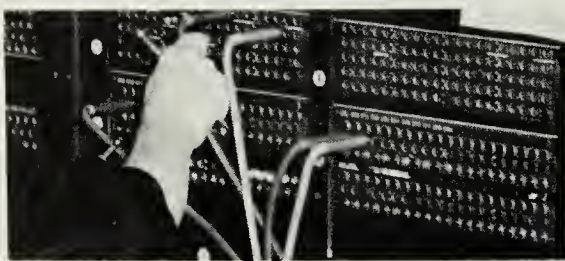
MEAN-BUSINESS



A voice that speaks when "0" is dialed--perhaps a telephone operator seems to be a disembodied spirit most of the time, but Paramount's Supervisor Catherine Miner (r.), Operators Florence Donovan and Rose Henry (above) are very real--and very fine people. They have really endless patience: they face a board alive from 8:30 to 6:30 with several calls a second needing quick and efficient attention. Two operators are always on duty. Off duty--they turn into movie fans. Catherine and Rose commute from Long Island; Florence shuttles down from East Bronx. Their voices are familiar on Home Office lines: Rose has 2½ years service; Florence, 5 years, while Catherine is a member of the 25-Year Club.



Just outside the switchboard, the terminal room with triple bank of phone wires makes an impressive sight. Pictured below is a switchboard close-up. Each socket has a number, though you can't see it here. Bottom row is where your call comes in when "0" is dialed. Unless you identify yourself, the operator must guess your voice or ask for name. All our operators praise Paramount's telephone manners; "the main thing we ask is cooperation in answering the phone when it rings because waiting makes the caller impatient; particularly, of course, when a long distance call has been placed."



"HELLO" JOINS "AHOY"



When the telephone was young, people answered the phone by shouting "Ahoy!" In the present day business world, "Hello" is just as old-fashioned as "Ahoy." "Hello" tells the customer nothing, gives no information. It wastes time -- makes the caller ask whether or not he has reached the right business firm or de-



partment, the right number. Nowadays, business people usually answer by giving the name of their company or department or their own name. This is the efficient time-saving way; it helps clear your line for other calls. In every way it's so much better for all concerned!

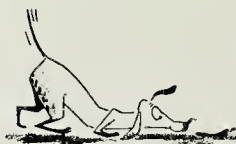
HOW'S

YOUR



ETIQUETTE?

Here are a few helpful "do's and don'ts." After reading them carefully, if you decide your telephone etiquette is perfect, congratulations. If not, why not try to improve? Your telephone etiquette, after all, is sometimes the only way people can judge you--and their favorable judgement can mean dollars and cents to you and your company. So let's talk business.



Be easy to trace -- When you leave your office for any length of time, don't keep your absence a secret. Let it be known where you can be reached, how long you'll be there, and when you'll be back. Time is money, so when you leave, leave word.

It's all in the way you call -- There is always the chance that the person you're calling may be very busy. So to save your time and his, identify yourself quickly and state your business. Be cordial, but be informative and businesslike.

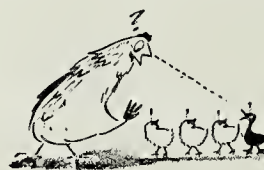


Grah that phone-Nobody likes to be kept waiting--especially on the telephone. So answer yours promptly. If you can't, explain the delay and apologize for it. Your caller may have good news or an important message for you, and he may not have time to wait.

Be cheerful. It will make your caller feel good, and you'll feel better too. Get that "glad to hear from you" ring in your voice.

Talk normally. Some people---you probably know one or two---try to change their personalities when they pick up a receiver. Some roar like a bull moose paging its mate. Others whisper as though their message were a deep dark secret. Still others try to sound sophisticated...or mechanical...or cute..The best "telephone voice" is your own. So be natural. It's easier, simpler, better business all around.

Tell the world who you are. If you want to save time, and sound businesslike too, tell your caller right off the bat who you are. "Sales Department, John Brown speaking," sounds efficient, saves your time and your caller's. "Yes" or "hello" mean nothing.



Wrong number? -- If a wrong number does happen, give the other fellow a break. Refrain from slamming the receiver with a curt "Wrong number!" Instead, say, "Sorry, no Mr. Pofnik here. Are you calling Orchard 6-9999?" This is not only more courteous, but you won't get another call asking for Mr. Pofnik.

Don't kick a caller around -- Nothing is more irritating than "the telephone run-around"--being kicked from one extension to another. When you get a call, handle it if you can. If you can't, tell the caller you'll transfer him to the right party. Then do it--with all the promptness and care you could expect of someone else.



Find out who -- If you answer someone else's phone and the caller doesn't identify himself, try to find out tactfully who he is. Don't, of course, bark "Who are you?" He may be the Chairman of the Board, and you'll find out! A better way is to ask, "May I tell him who's calling, please?" or "May I have him call you?"

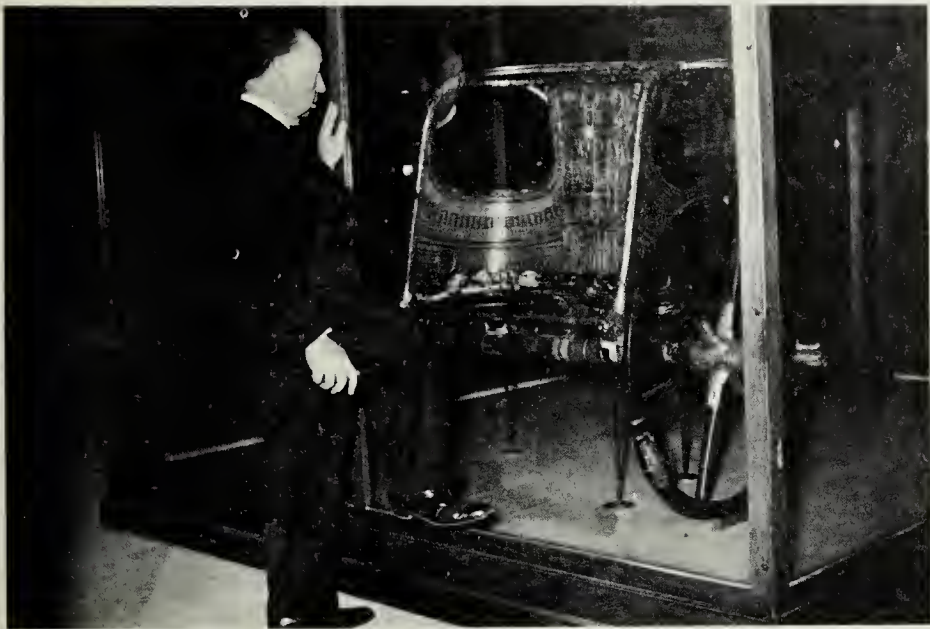


Don't trust to memory -- If there's a message, write it down. Even if there's no message, make a note of who called and at what time. If the caller would like his call returned, be sure to get his name and number accurately. Your handling of telephone messages is a mark of your efficiency.

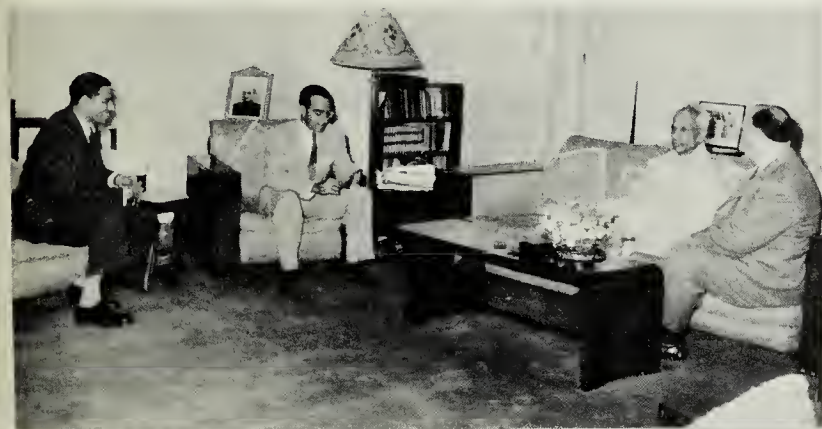


Unless you're calling to foreclose the mortgage or borrow fifty dollars, you can't miss having your call remembered pleasantly. And pleasant association--goodwill--is the cornerstone of good business.

MORE GLOBAL PIX OF ALFRED HITCHCOCK'S FABULOUS JOURNEY..



CAIRO - In the Egyptian Museum of Antiquities Mr. Hitchcock meets up with one of the actual Chariots of the days of the Pharaohs.



NEW DELHI - One of many important visits made by Mr. Hitchcock in India was to the residence of Dr. S. Radhakrishnan, Vice-President of India. In the picture of this visit, above, Mr. Hitchcock is in conversation with the great Philosopher-Thinker, while Messrs A.S.Clug and D.V.Nayak look on attentively.

These are the Hitchcock Pictures and Plans in The Paramount Future

Alfred Hitchcock has completed, and we have seen, **THE MAN WHO KNEW TOO MUCH**, co-starring James Stewart and Doris Day. It is absolutely aces in suspense-excitement.

Next he will make **FROM AMONGST THE DEAD**, with the sort of Continental background he provided so handsomely in **TO CATCH A THIEF**.

Following that he will make the first of three suspense dramas, with Cary Grant as star. All three will have backgrounds of live, international interest.

These should take us up into 1958!



AGRA, INDIA - As countless world travellers before him have done, Alfred Hitchcock admires the azure skies of India in the reflecting pool of that architectural beauty of the ages - the Taj Mahal. The noted film director later reported that he found the spell of India absolutely overwhelming.



CAIRO - While in Egypt Mr. Hitchcock met as many Paramounters as he could. He is shown here with, L-R: Miss Laurice Bellouni, book-keeper; Miss Aida Nassif, booker; Miss Leila Sallaly, secretary; Miss Lily Christodoulo, contract-clerk.



TOKYO - At Hotel Imperial reception, L-R: Mr. Hitchcock, General Manager N. Metori, Mr. T. Ohtani, chairman of Shochiku, and his secretary.



NEW DELHI, INDIA - The United Kingdom High Commissioner to India, Mr. Malcolm Macdonald, held a cocktail party in Mr. Hitchcock's honor at his lawn-encircled residence. Shown here, left to right, are: Paramount General Manager A.S.Clug, Mr. Macdonald, Mr. and Mrs. Hitchcock, and Mr. D.V.Nayak, Paramount manager in New Delhi.

Be sure and read the editorial on Alfred Hitchcock's journey which appeared in the Far East Film News, and which we have reproduced on Page 4.





LISBON - Beautiful though Portugal is, the advent of TO CATCH A THIEF witnessed a determined effort by tourist agencies to get the people of Portugal to first see the Paramount picture and to then go on a tour of the Riviera. Here is a typical tourist agency window - in the Direction Generale du Tourisme Francais on the Rua do Ouro.



LISBON - Here are two more phases of the showmanship campaign of Manager Emilio Prister in behalf of TO CATCH A THIEF. This is one of ten 24-sheet posters arrayed in prominent city spots, while at top is a fine window display in Armazens do Chiado, a renowned store selling men's clothes and located in one of Lisbon's busiest thoroughfares.



OPORTO, PORTUGAL - Brilliant facade of the Cinema Coliseum on the occasion of the premiere of STRATEGIC AIR COMMAND.

AS DUAS MAIORES FITAS NA HISTÓRIA DO CINEMA, AMBAS SÃO DA PARAMOUNT OUTRAS NOTAS.

Os dois filmes aqui mencionados, são OS DEZ MANDAMENTOS e GUERRA E PAZ, que estão terminados e foram dirigidos por dois mestres diretores, homens que estão nesse metier desde o começo da indústria — Cecil B. DeMille e King Vidor. E são de autoria da Paramount, companhia que bem se sabe existe quase desde o início da cinematografia. Ambas as produções serão dadas ao público em um ano, mais ou menos, a contar desta data.

De agora por diante os leitores irão tendo notícias sistemáticas sobre estas duas fitas e lhes é encarecido que por todos os meios dêmo máximo de divulgação a tais notícias. É preciso, em honra da verdade, dizer a quantos queiram saber, que OS DEZ MANDAMENTOS e GUERRA E PAZ são as duas maiores produções até hoje filmadas. Estes são fatos de prima importância não só para os exibidores de todas as partes, como para a imprensa também, devendo interessar, segundo se vê, os centros de educação e cultura, centros de arte e o público em geral. Na realidade, a indústria nunca dispôs, num dado espaço de tempo, de uma riqueza tal de filmes, e a maior porção dessas fitas está na balança da Paramount, pendendo o seu fiel na nossa direção. Façamos, pois, todos os esforços a fim de que uma tal colheita de filmes tenha a publicidade que lhe devida.

Como se vê, além dos dois filmes pinaculares citados, temos este ano uma porção de produções de alto calibre. De fato, dedicamos uma seção especial deste número a esses filmes, já saídos dos estúdios ou que breve sairão. Recomendamos a todos a leitura dessa seção.

Nesta edição tratamos também da grande homenagem tributada em Hollywood, a 22 de Janeiro, a Cecil B. DeMille. Foi realmente uma bela manifestação artística, como se evidencia adiante, da nossa reportagem. E foi também, de maneira indireta, um tributo à Paramount, uma vez que tem sido através do mecanismo e da organização da nossa companhia que Mr. DeMille vem a honrar todos os seus magníficos trabalhos.

Entre as notícias de valor relacionadas com a nossa produção, sabemos que Marlon Brando, o popular astro, fará uma segunda fita para a Paramount este ano. Será um enredo de aventura e se passa no Sul-da-Ásia. Clark Gable fará também uma produção para a Paramount, sob os auspícios da organização Seaton-Perlberg.

A estréia de "Anything Goes", realizada em 32 teatros através dos Estados Unidos, em Janeiro passado, provou que sem sombra de dúvida a Paramount tem nessa fita um dos melhores números para públicos diversos, pois é de gosto de todo internacional. E os seus astros--- Bing Crosby, Donald O'Connor, Mitzi Gaynor e Renee Jeanmaire -- são garantia de triunfo.

No próximo mês de Março serão distribuídos os prêmios da Academia. E ao tempo que os leitores estiverem com esta edição nas mãos já a seleção terá sido feita. Muito cotado na escolha, segundo sabemos, está o nome de Anna Magnani, pelo seu trabalho excepcional da produ-

TERROR IS ABOUT TO STRIKE.....



.....Here in Marrakech, in the simple surroundings of a native cafe, terror lurks in every cup of coffee, every whisper, every nervous glance --- all because the character Jimmy Stewart is playing is telling the onlooker that he is THE MAN WHO KNEW TOO MUCH. But Doris Day, as his wife, doesn't know that yet --- although Director Alfred Hitchcock will put her wise very soon.

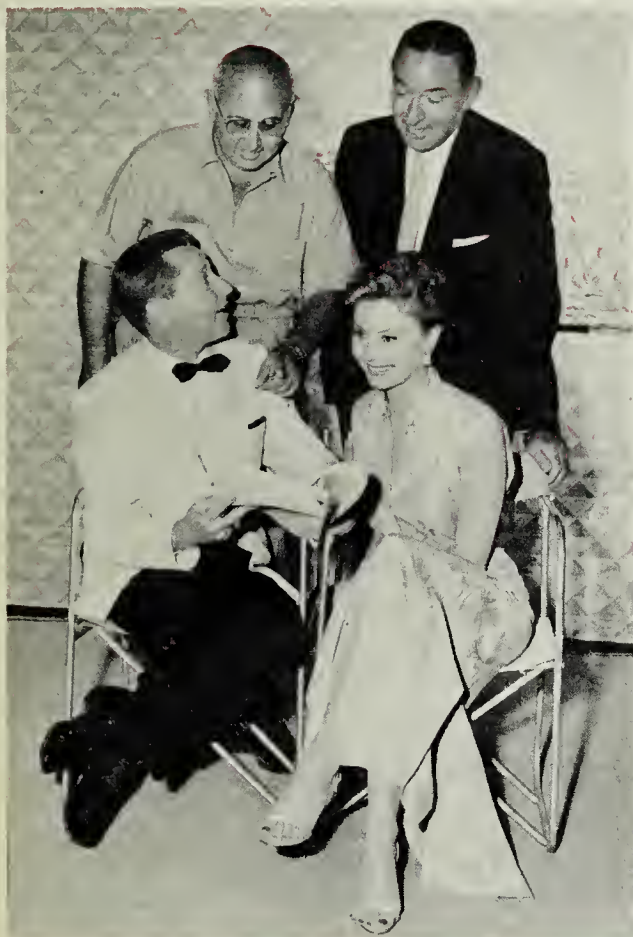


...and here, in the rear-view mirror of her car, even during the easy business of fixing her lips, Carol Ohmart is faced up with a terror that's going to spell doom in a climactic moment of THE SCARLET HOUR.

ção "Rosa Tatuada". Enquanto isso, a fita está fazendo muito negócio nos teatros americanos--- onde já foi estrelada.

Showmanship -- especialmente o de uso no estrangeiro -- está melhorando muito. Basta o leitor ver o que a nossa revista tem publicado para notar que há um vivo interesse por dar a melhor publicidade aos filmes. Isso condiz com o nosso programa -- showmanship Paramount para filmes Paramount.

PARAMOUNT CAMERA MIRRORS THE U.S. CINEMA SCENE



HOLLYWOOD - American television viewers of the George Gobel show every Saturday evening note that the show is a "Gomalco Production." The name is a consolidation of parts of George Gobel's and David P.O'Malley's (his partner's) names. That's O'Malley at right rear. The others with Gobel are Norman Taurog and Mitzi Gaynor, director and co-star, respectively, of George's comedy winner, *THE BIRDS AND THE BEES*.



HOLLYWOOD - Cecil B. DeMille was eulogized recently in glowing terms as he appeared before the Los Angeles County Board of Supervisors, to receive an illuminated scroll. Many great speakers paid tribute to his decades of matchless service to the community. Above, he has just received the scroll from Supervisor John Anson Ford, who more than a year ago watched DeMille at work in Egypt on massive production scenes of *THE TEN COMMANDMENTS*.



HOLLYWOOD - Bob Hope (third from left, lower row), starring in *THAT CERTAIN FEELING*, greets a select committee of the Ontario (Canada) Provincial Parliament on a visit to the Paramount Studio. Front row, L-R: Frederick A. Evis, committee secretary and executive assistant to the Minister of Health; Alfred H. Cowling, committee chairman; Hope, displaying the Legislative Assembly authorization for the committee's trip to Los Angeles to investigate health promotion; Harry Belyea, Ralph C. Sturgeon, Robert E. Elliott. Back row, L-R: William J. Mellor, representing Los Angeles County; W. Elmer Brandon, William Murdoch, Hon. Philip T. Kelly, Ontario Minister of Mines; Thomas D. Thomas.



HOLLYWOOD - A "quiet little nun," as the Davenport, Ia, Democrat, puts it, is the heroine of that city because she knows Dean Martin and Jerry Lewis and had her picture taken with her hand on Jerry's shoulder. Sister Mary Angelita's visit to the set of *PARDNERS* with two other delegates to the annual conference of the American Educational Theatre Association (above) resulted in a front-page story in the Davenport newspaper, with the headline, "Martin and Lewis 'Very Sweet' - So Discovers a Davenport Nun."

The group was shepherded to the Paramount studio by Mrs. Elza Schallert, feature writer for the Los Angeles Times, and wife of the renowned Edwin Schallert, dean of Los Angeles film critics and drama editors.

The sisters are heads of drama departments in Catholic institutions. In the group with the stars are:

Sister Mary Xavier, B.V.M., Clarke College, Dubuque, Iowa; Elza Schallert; Sister Mary Angelita, B.V.M., Immaculate Conception Academy, Davenport, Iowa; Brother



WHIRLIGIGS OF FATE

When Melville Shavelson was a student at Cornell University, at Ithaca, New York, John Ryan was the composing room foreman of the Cornell Daily Sun and Shavelson a member of the staff. Ryan now owns the Ithaca Theatre, and is Mayor of Ithaca. Recently he played *THE SEVEN LITTLE FOYS* and billed it on his marquee as "Melville Shavelson's" picture. Here with Mel and the photograph of the theatre are Bob Hope and Shavelson's partner in the writing-producing-directing team, Jack Rose. The team is now preparing "Gertrude Lawrence as Mrs. A." and "The Kitty Hawk," story of the beginnings of aviation.

Dunstan, C.S.C., Notre Dame High School, Sherman Oaks, California; Mrs. William A. Anderson, Jr., Los Angeles. Sister Mary Angelita is President of the National Theatre Conference, and Sister Xavier and Brother Dunstan are on the National Executive Committee.

DIE BEIDEN GEWALTIGSTEN FILMSCHOEPFUNGEN IN DER FILMGESCHICHTE SIND PARAMOUNT PRODUKTIONEN

Es handelt sich dabei um DIE ZEHN GEBOTE und KRIEG UND FRIEDEN. Beide Filme stehen unter der Leitung von Maennern, die seit Bestehen des Films in der Filmindustrie taetig sind - Cecil B. DeMille und King Vidor, und sie werden durch die Filmgesellschaft hergestellt - naemlich Paramount - die praktisch von den ersten Anfängen des Films zur Industrie gehoerte. Beide Filme werden noch innerhalb eines Jahres herauskommen.

Von jetzt ab werden Sie viel ueber diese Produktionen hoeren. Und was ebenso wichtig ist: Wir erwarten von Ihnen, dass Sie mit allen Ihnen zur Verfuegung stehenden Mitteln in Ihrem Lande die Botschaft verbreiten, dass DIE ZEHN GEBOTE und KRIEG UND FRIEDEN die bedeutendsten aller Filme sind. Diese Botschaft wird nicht nur fuer die Lichtspieltheater-Maenner Ihres Landes, sondern auch fuer die oertliche Presse, die Bildungsinstitute und besonders die Kinobesucher von grosser Bedeutung sein. Die Filmindustrie hat noch nie zuvor einem solchen Reichtum an hervorragenden Produktionen gegenuebergestanden, und nach der Gesamtlage zu urteilen, steht Paramount an fuehrender Stelle. Darum wollen wir auch alles daran setzen und uns durch unseren Beitrag solch reicher Ernte wuerdig erweisen.

Ausser den beiden erwachten Filmen folgen noch zahlreiche Produktionen grossen Formats. Wir haben eine Seite in unserer jetzigen Ausgabe fuer die uebrigen, in diesem Jahr herauskommenden Filme vorgesehen. Wir bitten Sie, die Einzelheiten darueber sorgfaeltig zu lesen.

Wir berichten ferner, wie Cecil B. de Mille am 22. Januar in Hollywood geehrt wurde. Das war eine aufsehenerregende Angelegenheit, wie Sie aus den Streiflichtern ersieht werden. Indirekt war es auch eine Hueldigung fuer Paramount, denn die hervorragenden Filme Cecil B. DeMille's wurden ja durch die Paramount-Organisation dem Weltpublikum zuganglich gemacht.

In den Streiflichtern ueber Produktionsneuigkeiten finden Sie u.a. folgende Nachrichten: Marlon Brando wird noch innerhalb dieses Jahres einen zweiten Paramountfilm drehen, einen Abenteuerfilm, basiert auf einer wahren Begebenheit im heutigen Suedostasien. Clark Gable wird einen Paramountfilm unter den Auspizien von Seaton-Perlberg herstellen.

Die speziellen probeweisen Auffuehrungen im vorigen Monat von ANYTHING GOES an 32 verschiedenen Orten innerhalb der Vereinigten Staaten haben fraglos gezeigt, dass Paramount in diesem Film ein "MUSICAL" besitzt, fuer das das Filmpublicum in der ganzen Welt begeistert sein wird. Und alle vier Stars - Bing Crosby, Donald O'Connor, Mitzi Gaynor und Renee Jeanmaire - sind jeder fuer sich ein persoenerlicher Triumph.



BERLIN - The renowned Filmtheater Berlin, on the Kurfurstendamm came up with a traditionally fine front-of-house display for CONQUEST OF SPACE.



FRANKFURT - The great German interest in things technical and mechanical were splendidly served in this display for STRATEGIC AIR COMMAND - with, quite naturally, adequate emphasis on both the Paramount Trademark and VistaVision.



....and here, also in the city of Frankfurt, is a further display of the mechanical might of STRATEGIC AIR COMMAND, with this time the emphasis on America's Sabre-jet.



DUSSELDORF - This was the scene at the Asta Nielsen Theatre here during the first run of STRATEGIC AIR COMMAND. Crowds, crowds and more crowds. Such hardship on the poor exhibitor, and the box-office staff!



DUSSELDORF - One cannot be quite sure whether this streetcar (which obviously is advertising STRATEGIC AIR COMMAND in a thoroughly showmanship fashion) has come from "Film Palast" and is headed for "VistaVision," or vice-versa.... But one can be pretty sure that everyone in the city sees it.

Im Maerz werden die Academy Awards verteilt werden. Bis Sie diese Ausgabe vorliegenhaben, wird der Gewinner bereits oeffentlich bekanntgegeben sein. Wir wissen soviel, dass Anna Magnani wegen ihrer glaenzenden Schauspielkunst in THE ROSE TATTOO an fuehrender Stelle auf der Liste der Aspiranten steht. In der Zwischenzeit hat dieser Film sensationelle Erfolge erzielt, wo immer er auch gezeigt wird.

Werbe- und Publizitaetstaetigkeit, besonders auf internationalem Gebiet sind in aufsteigender Linie. Sehen Sie sich nur eine beliebige Ausgabe der PARAMOUNT WORLD, ja eigentlich jede einzelne Ausgabe an. Unsere Produkte sind Spitzenleistungen, und das gleiche gilt fuer unsere Werbe- und Publizitaetstaetigkeit.



Jerry Lewis knows a smart young lady when he sees one -- which accounts for the smile he is lavishing on internationally renowned columnist Hedda Hopper. The locale - one of the sets of the latest Martin and Lewis laughter tornado, PARDNERS.

Overseas Paramounteers ought not to lose any more time before entering the Carol Ohmart contest, to cop that top prize of a trip to youknowwhere

CHARLOTTE The fairytale romance of the "Country Girl" from Philadelphia, who will soon become a Princess, has exhibitors all agog, and they are scrambling for Grace Kelly repeats. Jake Neil, Head Booker, has cleverly displayed posters for those wonderful features on which she has climbed to fame, namely - REAR WINDOW, TOKO-RI, THE COUNTRY GIRL, and TO CATCH A THIEF. --- Bookings are rising to "flood stage" on the two-reel musical MIDNIGHT SERENADE, starring Peggy Lee who won the Audience Poll as the most outstanding newcomer--- The Pecan Grove was the scene of a lovely party recently, when Paramounteers all aglow in their finery, laid down their work and worries, and resolved to have a taste of fun -this, they had with every course --- Ann Rivenbark's husband is home after 1½ years in Korea-- a second honeymoon is now in progress--- Auditors are like the wind, you never know when one will "blow" in, or with what velocity, but the recent arrival of Mr. McGettigan, was like a zephyr ----- The ladies of the office, gave a "get acquainted" luncheon recently, honoring Mrs. Lawrence Terrell, wife of our Branch Manager. Spring flowers, in a bowl which bore the Paramount trademark (idea of Mildred Hoover) formed the centerpiece. The honoree was presented a lovely corsage and gift ---- "Carolina Sport Champs" (basketball), new sports reel filmed at North Carolina State, will have its premiere at Raleigh in the near future, and all prints available are being booked---- In the SWEEPSTAKE drive, Jerry Helms has obtained 60 features and 250 shorts dates from the Carolina Booking Service, and quoting him - "that ain't nothing yet, I'm really going places and doing things".

- Lucy McGriff

ATTENTION BARCELONA

We have just received from Barcelona what is undoubtedly one of the four or five most magnificent and comprehensive showmanship campaigns ever devised by a Paramounteer anywhere.

It is for SABRINA, and it is in five massive volumes. If there is a facet of showmanship that was not utilized by Publicity Manager Cecilia Mantua, we have yet to hear of it.

The campaign will be given fitting display in next month's Paramount World.

THE PARAMOUNT PERISCOPE

For almost 20 years Paramount News has been the sole newsreel deposited twice weekly in the U.S. National Archives in Washington. It has thus become the chief historic link between today and the fabulous past.

Mr. James Cummings is the archivist entrusted with this vital preservation of film records via the newsreel documentation, and he is steadily engaged in the work of re-printing each and every newsreel, since such documentation began, on safety stock for its better preservation as a record.

Paramounteers in general should be proud of the selection of our newsreel as the one best fitted, by virtue of editorial content, coverage of events, and fairness of editing to be the pictorial reference source for future generations.

A good idea that is not shared with others will gradually fade away and bear no fruit, but when it is shared it lives forever because it is passed on from one person to another and grows as it goes.

- Lowell Fillmore

S A L E S M A N
G. G O B E L .



If you missed seeing Paramount star George Gobel in his sketch of a salesman on TV a few nights back, you missed his definition of a salesman. Said George:

"A salesman is a fellow with a smile on his face, a shine on his shoes - and a lousy territory."

The splendid international work done by Paramount's Audible Information Service (spearheaded by Paul Ackerman, Joan Babbage and Armand Cardea), continues apace.

There's a fine compliment to hand from Radio Redifusion, Singapore, concerning the highly informative William Perlberg interview.

Manager H. Donald Hunter reports from Trinidad that the local use of these broadcasts reaches all parts of the Caribbean area.

Manager Kurt Troupp reports that twice during January the Finnish



THE PLAQUE.

On earlier pages we showed pictures of the presentation of the Screen Producers Guild Milestone Award to Cecil B. DeMille. But in no instance can you actually see what the plaque itself looks like.

Here it is. The inscription:

The Screen Producers Guild
presents to
Mr. Cecil B. DeMille
The Wreath of Honor
For his Historic Contributions
to the American Motion Picture.
January 22, 1956.

Broadcasting Corporation, Helsinki, used quarter-hour Paramount recordings.

And getting back to Singapore again, a report on the Alfred Hitchcock interview claimed it was so realistic, listeners thought the director was actually in the Singapore broadcasting studio.

Man must work. That is certain as the sun. But he may work grudgingly or he may work gratefully; he may work as a man or he may work as a machine. There is no work so rude that he may not exalt it; no work so impassive that he may not breathe a soul into it; no work so dull that he may not enliven it.

- Henry Giles

Bob Hope is one of the most steadfast advocates of VistaVision in the entire Paramount organization. He knows what it did for him in THE SEVEN LITTLE FOYS and THAT CERTAIN FEELING. Now that he is making "The Iron Petticoat" in VistaVision in England, with Katharine Hepburn as co-star, and J. Arthur Rank as a producer, he loses no opportunity to plug the system.

As he did, for instance, on no less than three occasions on his TV show from London, telecast Feb. 7th.

VISTA VISION



1956

The Year of
THE MAN WHO KNEW TOO MUCH



Paramount  **WORLD**
Vol.2 No.1 January, 1956

1956 -- The Year of
"The Ten Commandments"

VISTAVISION ENTERS 1956 WITH TREMENDOUS WORLD ENTHUSIASM IN SUPPORT OF ITS TECHNIQUE

The VistaVision picture around the globe continues to be enhanced. In addition to every Paramount production being made in VistaVision, more and more productions of other companies, and in other countries, continue to be made in this optically-ideal system.

The new Alexander Korda production made in England, "Richard III," which stars Sir Laurence Olivier and Sir Ralph Richardson, is about to be released throughout the world. It is in VistaVision. Stanley Kramer's new production, "Pride and Passion," now in production in Spain with Cary Grant, Frank Sinatra and Italy's Sofia Loren, is being made in VistaVision. In Mexico the new production being made by Peliculas Nacionales - "With Whom Do Our Daughters Keep Company?" is being filmed throughout in VistaVision.

And, as the news at left indicates, the entire programme of J. Arthur Rank Organization is being filmed exclusively in VistaVision. In this connection there is the most wonderful spirit of cooperation existing between the Rank Organisation in London, and the Paramount Studio in Hollywood, with an exchange of information constantly in progress.....The belief in the industry grows stronger by the day that in the final analysis it will be the VistaVision proportion of projection that the film industry will resolve upon, since it most perfectly suits the needs of every use to which film will be put in the extraordinary years that lie ahead.

DAILY VARIETY DAILY

Vol. 90 No. 4 Hollywood (28) California Thursday December 13, 1955 Ten Cents

RANK GOES 100% VISTAVISION PIX

ALDRICH TO BACK OTHER INDIE PIX

Robert Aldrich is expanding the activities of his indie unit, the Aldrich Unit, to include the production of other indie pictures, he said, "and if he wants a production company, he'll have it."

Chevalier Passes Up Legit—And More Look—To Play a Marty Here

Warner Chevalier, scheduled to appear at the 1956 Cannes film festival, has been called off to follow the French production company's preference for making a film in France, he said, "and if he wants a production company, he'll have it."

Sam Marx to Produce '20th-Fox Hour' Vidpix

Sam Marx has resigned as producer of "The 20th-Fox Hour" (Fox-TV) to produce a new production, he said, "and if he wants a production company, he'll have it."

Freeman On Code

Frank Freeman, Paramount studio head, yesterday expressed the opinion that the motion picture industry should without question continue to show its support for the Production Code, but that it should not be beyond the realm of possibility that the code will be opened for negotiation in the future. As Freeman said, it was never the intent of the film industry to bring up the code, to place it in a permanent situation.

Royal Nevada Pays Spillamy; Off AFM Hook

Las Vegas, Dec. 12. The Royal Nevada tonight made peace with the AFM and its All-Girl Club, paid the group \$17,500 salary and the club's staff of 100 people in building, and then got off the hook with the American Federation of Musicians.

Hutner Quits 20th

New York, Dec. 12. Maynard Hutner, assistant vice president of 20th-Fox, has resigned, effective Dec. 31, after four years with the company.

Exhib Booms B.O. By Buying Patrons' Price-Depressed Pork, 'Auctioning' It Off

Minneapolis, Dec. 12. Merle J. Burns, owner of the Ritz Theatre, Minneapolis, has hit upon an original way to improve his public relations and stimulate his profits. He's doing it by helping his community's farmers who have been having trouble selling their pork.

3 Join 'Dakota' Cast

Minneapolis, Dec. 12. Three new actors, Skip Hamilton, Brian Tomeny and Willie Russell, will join the "Dakota" cast, which is under the direction of Lewis R. Foster, stars Linda Darnell, Dale Robertson, John Lund and Ward Bond.

UPS PROD'N TO 18 FILMS NEXT YEAR

Arthur Rank's complete British program of 18 pictures next year will be filmed in VistaVision, as compared to seven this year. Rank's camera chief, for his part, disclosed yesterday upon his departure for London, John Dahl, managing director of the Rank organization, made the decision.

Serling Hails 'Courage' Of Sponsors In Giving Latitude To TV Writers

Conceding that the medium is controlled by sponsors, there is a lot of courage displayed in the television industry, he said. Serling said that there are a number of subjects considered taboo in the television world. Serling said in defense of the audience, "You can't tell the difference between a good and a bad picture."

Bevillion Boile's New Policy: He'll Show a Profit

Having failed to show a profit with some of his big names in the picture industry, Beverly Hills, Calif., has decided on a drastic policy switch, beginning Jan. 1, and is turning to Horace Heidt for a two-month stand. Heidt will present a new-type show, probably including animal acts.

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This front page of Daily VARIETY was typical of the general U.S. film industry reaction to the Rank organization's great forward move in scheduling all of their future productions, beginning January 1st 1956, in VistaVision.



For VistaVision shooting on THE MOUNTAIN in French Alps areas inaccessible to standard-size cameras, Paramount studio put into use for the first time its new lightweight hand-held VistaVision camera (shown above attached to tripod). Perfected after a year's development for use on aerial, mountain, boat and other locations where extreme portability is required, the double frame VistaVision camera weighs only 17½ pounds, complete with motor and loaded 400 ft. film magazine. The camera photographs with the same sharpness and definition of the regular VistaVision camera. Breathing-taking backgrounds at altitudes up to 14,000 feet were provided by the French Alps location for the film starring Spencer Tracy (at left, above) and produced and directed by Edward Dmytryk. Til Gabbani, operating cameraman, is shown with camera.

VistaVision has been paramountly prominent in the news of late. Twice within two months, in London, Her Majesty Queen Elizabeth honoured the film industry by attending a motion picture screening. On both occasions the Queen witnessed productions filmed in VistaVision.

First occasion was the Royal Film Performance showing of Paramount's "To Catch A Thief." Second VV screening was of Laurence Olivier's production of William Shakespeare's "Richard III."

Important industry news was made at the reading of a vital technical paper by Loren L. Ryder before the Industry Council of the Academy of Motion Picture Arts and Sciences in Los Angeles. Paramount's executive in Charge of Engineering and Recording originally titled his paper "New Developments of Wide Screen Systems," but significantly altered it to "New Developments of Large Screen Systems" in view of a definite industry trend from 'wide' to 'large' screens. VistaVision is the truest symbol of 'large' screen projection.



1956 -- The Year of
WAR AND PEACE

Hugh Owen Takes Eastern U.S. Division; Sidney Deneau, the Western....



HUGH OWEN



SIDNEY DENEAU

TOP-LEVEL REALIGNMENT of Paramount's domestic distribution organization, following resignation of E. K. (Ted) O'Shea, was announced January 4th by George Weltner, in charge of world wide sales for Paramount.

Hugh Owen, a Vice President of Paramount Film Distributing Corporation, has been named Eastern Sales Manager. Sidney G. Deneau, who had been assistant to Mr. O'Shea, has been appointed Western Sales Manager.

ooooOoooo

Mr. O'Shea has been named Vice President and World Sales Manager of Magna Theatres Corporation. He will guide plans for distribution of Magna product, which includes "Oklahoma."

Concurrent with the announcement, Barney Balaban, President of Paramount, expressed "a deep sense of personal and professional regret" at O'Shea's resignation. Mr. Balaban stressed the "many important contributions to Paramount's success and welfare" made by O'Shea during his nine years of association with the

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ALBERT DEANE, Editor

AN "OSCAR" FOR BOB HOPE

That's the sentiment among many in Hollywood who are now entering their nominations in the Academy Awards race. Following his heart-warming portrayal in THE SEVEN LITTLE FOYS, it could be a lovely reward.

company. He also voiced his feeling of "loss in Ted O'Shea's leaving and believed that in his new association O'Shea will be of tremendous help to his associates and inspire them with the affection and enthusiasm which he did while a member of Paramount's distribution forces." Mr. Balaban added, "he has wonderful human, personal qualities that are unique and will be given even greater scope in his new venture." Mr. Balaban was joined by George Weltner, in charge of world wide sales for Paramount, in expressing best wishes for Mr. O'Shea's "further and continued success."

Divisions Re-aligned

Re-alignment of the United States Divisions has been effected as follows:

EASTERN DIVISION - Hugh Owen

Myron Sattler	.. New York
John G. Moore	.. Boston, Albany, New Haven, Buffalo
Howard G. Minsky	.. Philadelphia, Cincinnati, Cleveland, Pittsburgh, Washington.
W. Gordon Bradley	.. Atlanta, Charlotte, Jacksonville, New Orleans, Memphis.

WESTERN DIVISION - Sidney Deneau

B. D. Stoner	.. Chicago, Indianapolis, Milwaukee, Minneapolis, Detroit, Sioux Falls (shipping st'n)
Tom W. Bridge	.. Dallas, Oklahoma City, Kansas City, St. Louis.
H. Neal East	.. Los Angeles, San Francisco, Portland, Seattle.
Phil Isaacs	.. Denver, Salt Lake City, Des Moines, Omaha.



1956 -- The Year of
THE COURT JESTER

News from the North American Branch Offices

PORTLAND Yes, Oregon is still on the map and one of the 48 states, even though it appeared we dropped off the face of the earth. We have all been as busy as little beavers here in Portland - first vacations and doubling up of duties - then Paramount's Two Weeks and duties doubling up on us. All worth working hard for.... And now back to almost normal, Portland speaks again - once a land of sunshine and roses - now a winter wonderland and holly wreaths.

Paramount has had a few changes in its Portland family. Collyer McDonald, Office Manager, and a long-time employee, resigned, and Carl Handsaker, assistant booker, moved up to Office Manager. Wayne Schwartzkopf then joined our happy throng to become assistant booker. Walter Lange, former San Francisco Paramounteer, was salesman in Portland and Seattle territory and has now been stationed in Seattle - bringing Jim French to the Portland Territory as salesman.

We all send our heartiest congratulations to Frank Doty, who has been chosen for the second time to be a member of the 100% Club. Good work, Frank!.... We are enjoying a seasonal visit with Mr. Brown, our traveling auditor. We are always glad to see him.

This will arrive too late for the holiday greetings, but we, at the Portland Branch, extend our sincere good wishes to all, hoping



Mitzi Gaynor, gay and delightful as you can see here, is but one of four stellar reasons for the sheer joy of ANYTHING GOES -- the Friday-the-Thirteenth antidote the 'misery,' the 'blues' and the annual mid-March tax tantrums.

The other three reasons are Bing Crosby, Donald O'Connor and Renee Jeanmaire.

Plus the matchless music of Cole Porter.



NEW ORLEANS PARAMOUNTEERS AGAIN,
THIS TIME WITH MARY MURPHY

Last month we showed the New Orleans Paramounteers with Charlton Heston. This month, it's Mary Murphy. (They'll have Hollywood in Louisiana, if they're not too careful). Anyhow, here we go again! L-R, front row: Irene Laurence, Jane McDonnell, Elaine Montalbano, Mary Murphy, Althea Suarez, Verina Hauptmann. 2nd. Row: Lena Collins, Elaine Godin, Ellen Beyer, Lillian Gracianette, Beverly Balencie, Jackie Thon, Nettie Gremillion. 3rd Row: Branch Manager William Holliday, Effie Carlisle, Marion Francioni, Val Steudlein, Mildred Long, Irma Rogers, Margaret Michel. 4th Row: Louis Dwyer, Clyde Daigle, Calvin Johnson, Edward Richard, Edward Kaffenberger.... Naturally Mary told plenty about the making of THE DESPERATE HOURS, in which she gives so notable a performance.

Be sure to read
the WAR AND PEACE
cable on Page 22.

A message of top
interest to us all.

that this coming year will be a happy and a prosperous one.

- Sharon Lange

NEW HAVEN Branch Manager Henry Germaine recently returned to New Haven from a week-long meeting in the New York Home Office. This correspondent was married to Miss Francine Shane on November 6th, last. The wedding was held in New York City. The couple now make their home in New Haven.... We regret deeply that our cashier, Miss Greasy Callahan, is confined to sick bed with pneumonia. We all most surely wish her the speediest of recoveries.... Mrs. Jane S. Kohler, former Picture Report Clerk entertained the New Haven Branch at her home recently. The center of attraction was her charming daughter Beth Mary, now four months old.

- Chester Pickman

CHARLOTTE Especially to those who are connected with the movie industry, there is something about a star that arouses excitement, and Danny Kaye's recent appearance here was no exception. In behalf of his latest release, THE COURT JESTER, which was given a sneak preview at the Carolina, Danny, with his quick wit and humor, helped to give it a good start in this locale. The office was also honored with a visit by the "Jeeter" the following morning.... Dan Cupid seems to ignore the bitter cold weather, and apparently aims with as great skill as he is famous for in the Springtime. Patsy Griffin and Betty Wade, Booker's Assistant, have fallen victims of his arrow, and each is wearing a gorgeous diamond. To quote Edgar Bergen's Mortimer Snerd's, "yep, that's the way it goes".... The Masonic Theatre in New Bern, N.C. recently celebrated its 150th year of continuous operation - the oldest operating theatre in America. It can justly boast of doing its share of entertainment.... Following the Thanksgiving Day Carrousel, the Hotel Charlotte was the scene of a delightful dinner honoring the North Carolina and South Carolina princesses: Miss America, and Misses North and South Carolina. Denise Darcel, guest star of the affair, was presented with a lovely scroll, making her an honorary member of the WOMPI Club. Myrtle Parker, President of the club, who was

(Continued on Page 10)

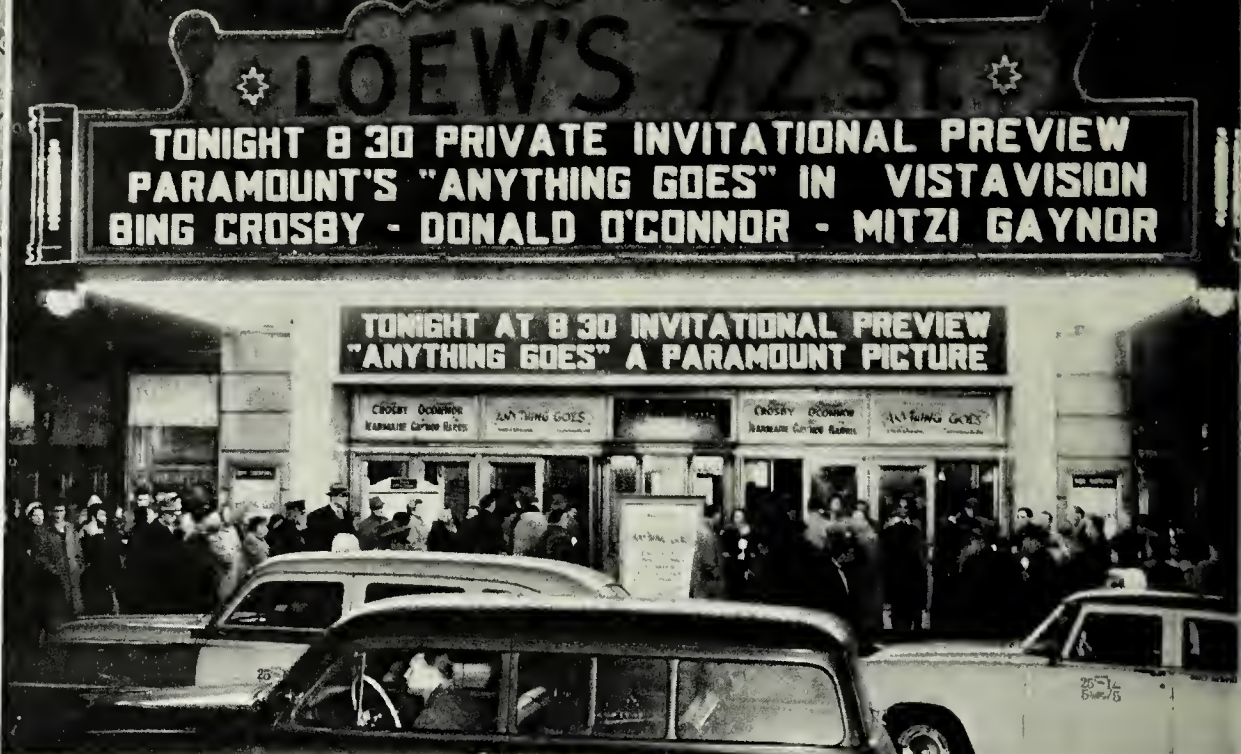
PRODUCER FRANK FREEMAN, JR. WILL PLACE "OMAR KHAYYAM" IN WORK EARLY IN MARCH. IT WILL BE ONE OF THE MOST SPECTACULAR AND EXCITING PARAMOUNT PICTURES IN YEARS.

CORNEL WILDE, WHO STARRED IN CECIL B. DE MILLE'S "THE GREATEST SHOW ON EARTH," WILL BE OMAR.

WILLIAM DIETERLE, ACE DIRECTOR, WILL DIRECT THE VISTAVISION FILM.



1956 -- The Year of
THE VAGABOND KING



1956 is loaded with 'Friday the 13th's' --- three of them in fact.

Paramount's showmanship strategists chose the first, Friday January the 13th, to prove conclusively that ANYTHING GOES is 366-days-a-year entertainment par excellence.

One of the most dazzling and critical audiences in New York theatrical history confirmed the verdict.

RIGHT TOP

Exterior of Loew's 72nd.St. Theatre in New York City as the throng of invited guests converged on the house. Top left: President and Mrs. Barney Balaban in the theatre lobby.



Vinton Freedley, eminent New York producer, who brought ANYTHING GOES to the Broadway stage originally, expresses his appreciation of the Paramount film version to Mr. Balaban.

DAZZLING PREVIEW OF "ANYTHING GOES" SMITHEREENS 'FRIDAY THE 13TH' MYTH



FRIDAY, JANUARY THE THIRTEENTH, right across the United States, Paramount's slickest, speediest, sparkling-est musical comedy — ANYTHING GOES -- was given a series of invitational previews that made Paramounteers in general very, very happy. For here is the kind of a musical motion picture they have always dreamed of owning — a multi-star, music-packed, dance-arrayed and comedy-studded extravaganza that starts on a high note and goes higher, Higher, HIGHER.

The preview in particular that we are dealing with here is the one which was held at Loew's 72nd Street Theatre in New York City. An invited audience of exhibitors, critics, film correspondents, Broadwayites and Paramount executives and Home Office personnel caught the gay mood of the film from the instant of Bing Crosby's personal and very well worked introduction and went happily along with it to the final fade-out. (This introduction consisted of Bing speaking to the audience personally from his bungalow at the Pebble Beach Golf Club, California. Herb Steinberg, on another wire in the New York theatre, fed him news as industry and show-world notables arrived, and Bing greeted them personally over the public address system as they took their seats. It was a fine piece of showmanship, well synchronized).

Preview audiences, especially where there are no preview cards distributed, display their attitudes thoroughly towards the previewed attraction. And the reaction in the case of ANYTHING GOES was unmistakable. This critical, incisive, discerning audience loved every moment of it.



Sidney Deneau, newly appointed Division Manager in charge of Western Sales; Miss Olive Stacey; Arthur Israel, Jr., Assistant to President Barney Balaban, who escorted Miss Stacey to the preview.

AT TOP: Mr. and Mrs. E. H. Rowley (Mr. Rowley is President of Rowley United Theatres); Miss Alma Knight; Hugh Owen, Division Manager in charge of Eastern Sales.

1956

....also the year of
"A N Y T H I N G G O E S"...

HEADING SALES OF OUR TWO MIGHTIEST FILMS.



CHARLES BOASBERG

Completing the top echelon organization of Paramount's domestic sales force which was partially revealed earlier in the month, George Weltner, in charge of world sales, announced the appointment of Charles Boasberg to the newly created post of supervisor of sales for Cecil B. DeMille's production of *THE TEN COMMANDMENTS* and the Ponti-DeLaurentiis production of *WAR AND PEACE*.

Boasberg came to Paramount in September, 1955 as special assistant to Weltner following almost thirty years of executive posts with M-G-M and RKO-Radio Pictures. In his new capacity as supervisor of sales and distribution on *THE TEN COMMANDMENTS* and *WAR AND PEACE*, Boasberg will work directly with Weltner.



"Anything Goes"

At the Hollywood premiere of *ANYTHING GOES* comedy players William Bendix, left, and William Demerest, play up the fun-making qualities of the musical.

THE PARAMOUNT PERISCOPE

HITCHCOCKTAIL PARTY - This issue we have devoted all of Page 18 to the business of showing the impact of Alfred Hitchcock on the Orient, as well as the impact of the Paramounteers of the Orient on the master of motion picture suspense.

Already reported by us was the lavish cocktail party arranged in Singapore in Mr. Hitchcock's honor by Ace Exhibitor Loke Wan Tho. Dubbed a Hitchcocktail Party by the epigrammatic Mr. Loke, and attended by just about everybody of importance in the Colony of Singapore, the event proceeded as scheduled, and everybody had a great time. Such celestial philosophy is much to be envied.



TOKYO - Back to camera, and introduced by Gen. Mgr. Metori, at left, Mr. Hitchcock meets Mr. Shiro Kido, President of Shochiku.

WHITE CHRISTMAS has been a great success in every department. Particularly the music one. Since 1941, there have been 4,000,000 copies of the sheet music sold. As for the number of records, this has reached the spinning total of 21,000,000.

When Anita Ekberg was in her own native Stockholm, Sweden, a few weeks ago, Paramount's publicists circulated to the press a stunt which has worked very well in some other parts of the world.



"Do you want to talk to Anita Ekberg and hear about her work with Martin and Lewis in 'Artists and Models'?" Thus ran the advertisement, with the information added -- "Call 222-400."

But a typesetter made a mistake. The number should have been 222-460, that of Paul Flodin's Paramount headquarters. So while Miss Ekberg sat beside her silent phone all day, thousands of Stockholmers dialed 222-400 ---- and got the Swedish Board of Education.

Alfred Hitchcock, who has just enhanced his life's tapestry of experience with a journey around the globe --- and whose adventures will be found spotted throughout this magazine --- earned his first salary, \$3.50 per week, as a layout man in the advertising department of a London department store. Shortly after this he went to work for Paramount as a script writer in the London studio of this company. If it was at an increase in salary, the fact is not recorded.

"If we are truly to find happiness we must, consistent at all times with our duties to our neighbors and to society, learn to live within ourselves for we can never escape...from ourselves. Respect for

Hollywood REPORTER

TRADE VIEWS by W.R. WILKERSON

• WE'VE TALKED to several Paramount people who have seen some of the footage on DeMille's "Ten Commandments" and each went off the deep end in reporting what he saw, and all prophesy the greatest gross of any picture ever made.

There's little doubt, because of DeMille's expert promotional handling, that to date his picture has already received top, top selling throughout the world, and when ready for release will go out as the most wanted picture to see of current times.

"C.B." has always been one of the greatest ticket sellers in motion pictures. As a producer and director he is boxoffice; as a picture-maker, from the early days of his Swanson pictures, through the years, he has had that expert touch in giving the public what it wanted, with his product ALWAYS doing big, big business.

The DeMille circus picture, "The Greatest Show on Earth," has done, according to the last count, better than \$20,000,000 world-wide. This was a \$3,700,000 negative that had even the Paramount people worried at the time, but not since. It has done better than \$13,500,000 in the U.S. and Canada, \$6,500,000 foreign, and there is still an expected \$2,000,000 additional world take, which is some taking in these days of so few hits and so many misses.

It is estimated that when "C.B." turns over the completed "Ten Commandments" to Paramount the production will have rung up a cost of \$11,000,000, the high of all time in pictures. BUT there's no one at Paramount, here or in New York, losing any sleep over this big cash lay-out. They think when the final count is in from the picture's exhibition that it will have grossed as much as the combined three top grossing shows turned out by the picture business. That means \$60,000,000 to \$70,000,000 in ticket sales, and that's talking about a lot of money even in a business that flips off millions as easily and quickly as the flip of ashes from a cigar.

oneself, for our separate individuality, for the dignity of man, is the most valuable of all the achievements of mankind. It is the hallmark of the civilized man."

- Sir Percy Spender



(Continued from Page 6)

introduced by the Mayor, made the presentation. Max Price, A-1 Booker, keeps fit while becoming a Handball Ace. He and his partner were recently declared novice doubles winners, and he also won the Class A singles in the city tournament. They will play again in the Spring, to determine who will compete in the state finals later.

- Lucy McGriff

CHICAGO Greetings from Chicago, the "Florida of the North", where the predicted 'worst winter in many years' has brought temperatures this week of 50 degrees.... Our annual Christmas party (sans snow) was a roaring success. Exhibitors from several circuits "Came early and stayed late", to everyone's delight. Ex-Paramounteers Lou Aurelio and Kermit Russell also came over for a bit of Christmas cheer. The able assistance of Bob Allen, assistant branch manager, Herman Busch, projectionist, and Max Bonior, booker, was sincerely appreciated by Anita Lang (nee Rosenthal) and myself.... ah, but those tired, pounding, aching feet.... (fooled ya).

No sooner did we announce Jack Gilbreth joining the Paramount family as shipping clerk than he was moved into the booking department. Bob Best took Jack's place in the shipping room.

Our condolences to Hannah Eiseman, member of the accounting department, on the death of her mother.

Holiday business on ARTISTS AND MODELS was



SEATTLE - Several Paramounteers happy over the prospect of handling Danny Kaye's ace comedy, THE COURT JESTER. The scene was at the Paramount buffet reception for Danny during the star's recent transcontinental publicity trip, and was at the Olympic Hotel. Shown with the star, from left, are Seattle Branch Manager Henry Haustein, Salesman Walter Lange, now attached to the Seattle Branch; Mrs. Lange; and, with backs to camera, Salesman John Kent and Mrs. Kent.

Danny was enormously popular with Paramounteers at every stop along the very extensive trek. He was accompanied by Herb Steinberg, Paramount National Exploitation Director.



We have pictured a few of our charming correspondents in the U.S. branches, and hope to picture more - just as soon as we receive the pictures.

Here's Lois Cohen, the charming collector of Chicago chatter. Excellence of photography is attributed to Herb Cohen, Chicago Sales Manager.



HOLLYWOOD - Marking the second time he has been so honored, William Holden, star of THE PROUD AND PRO-FANE, was presented the "Golden Apple" award of the Hollywood Women's Press Club as the most cooperative actor of the year. Holden is the fourth star in 14 years to win the award twice. Bob Hope, Alan Ladd and Joan Crawford are the other two-time winners. Holden received his first award in 1951. Here Holden accepts the award from Betty Goode, Women's Press Club president.

ST. LOUIS PARAMOUNTEERS

We thank our alert St. Louis correspondent, Jane Smoller, for these six snapshots covering various activities of a number of Mid-West Paramounteers.

Starting at left: Pat Fitzgerald, Switchboard Operator Pat (Honey-voiced) Fitzgerald. Then to the Shipping Department to meet Head Shipper Earl Gardner, John Joyce and Al Borgelt. Too busy to look up is Cashier Terry Boehm. Relaxing at the card club are - Gladys Kaiser, Biller; Ruth Shurnas, Assistant Cashier; Pauline Wrozier, Ledger Clerk; Paramount World Correspondent Jane Smoller, Steno.; Melba Menscher, Steno.; and in front, Phyllis Bast, Billing Clerk. Then a couple of mighty busy salesmen, Wayne Stephenson and Jack Martin. And finally a sextette of charming inspectresses --- Mary Catherine Schroeder, Minnie Bozarth, Catherine Church, Gladys Shy, Louise Seil and Lee Caruso.

just sensational.... DESPERATE HOURS and THE TROUBLE WITH HARRY set in the Loop.... THE ROSE TATTOO and THE COURT JESTER ready for release.... it all promises to be a big season.

We're all looking forward -- yes, forward -- to Friday, the 13th.... with the invitations in the mail, ANYTHING GOES is set for the National Sneak Preview at the State-Lake Theatre on that date.

More excitement this week. Within one 24 - hour period we received news of four major changes, which prompts us to sayfarewell and good luck to Mr. Ted O'Shea as he leaves Paramount.... a short hello to the new Eastern Sales Head, Mr. Hugh Owen.... short, for within four hours word came through that our Central Division, headed by Mr. Bryan Stoner, is moving into the Western section.... our heartiest congratulations to Mr. Sidney Deneau on his promotion to Western Sales Headand our fervent hopes that he will be visiting the Windy City soon in his new capacity.

Mr. Robert Allen, Assistant branch manager, had nothing but praise for everyone connected with his recent visit to the Home Office..... talked of it for days and days.

Congratulations are in order for Bernice Roth, ledger clerk, on becoming a member of the Paramount 25 Year Club. At a gathering of Chicago employees, Mr. J.H. Stevens, branch manager, presented Bernice with her pin and watch.

Welcome back to booker Gene Smith, who has returned after a short illness. We missed you, Smitty. Thanks to the expert instruction of Evelyn Wendling, switchboard operator, yours truly finally mastered that electronic devil. Now there's a reason for that buzzing in my ears.... 'Bye for now, and a very Happy New Year to you all.

- Lois Cohen

CHARLOTTE As we draw back the curtain, and watch with interest, the appearance of Miss 'Fifty-six' on the great screen, we are prone to wonder if she meets the requirements of a good actress. The audience will on-

(Continued on Page 39)



THE ROSE PARADE



PASADENA, CALIFORNIA - A float for THE ROSE TATTOO that was seen by at least 60,000,000 television viewers the morning of January 2nd. The float, in the shape of a huge red rose, made of tens of thousands of actual flowers, was one of 70 mighty floats in the annual Rose Parade. It represented the city of Altadena, which presented the ROSE TATTOO theme. Figure at head of the float represents Burt Lancaster with the Rose tattoo on his chest. Standing beside the figure is Paramount starlet Valerie Allen. The Queen of Altadena is in the rose's centre, and members of her court are spread around the giant rose. This was showmanship of the highest possible order.



HONOR FOR "THE ROSE TATTOO" and its producer, Hal Wallis, is hung by him between pictures of its stars, Burt Lancaster and Anna Magnani. The City of Hope Medical Centre, Los Angeles, awarded Wallis this handsome humanitarian "Torch of Hope" Award for permitting the Hollywood charity premiere of THE ROSE TATTOO to benefit the National Medical Centre.

"ROSE TATTOO" IS NEWEST OF THE PARAMOUNT ALL-TIME-HIGH SMASH HITS...

Undeviatingly capacity business at the New York Astor and the Stanley Warner in Beverly Hills, plus mounting excitement in advance of the openings in Philadelphia and other centres, point to the inescapable fact that in THE ROSE TATTOO Paramount has a 1956 winner of the highest calibre.

Added to these elements is the fact that, almost without exception, the nation's columnists are daily waging the "Battle of the Academy Awards", and although it is traditional for this controversy to be staged at this time of the year, at no time in the past has there been such a concentration of fire on one specific possibility.

That Anna Magnani will be nominated is a foregone conclusion. The odds on her winning an Oscar are shortening hourly.

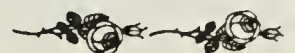
EAST AND WEST.... The hails are for Magnani the Magnificent. At left, throngs outside New York City's Astor the evening of the premiere; at right, the scene at the Stanley Warner Beverly Hills Theatre as all Hollywood thronged to see the Academy Awards calibre performance of Anna Magnani.



THE NEXT MORNING IN NEW YORK ...and the only criticism that counts in the long run --- the count at the box-office. And "long run" also is correct, because that is precisely what THE ROSE TATTOO in enjoying right now!



Here's a close-up of that ROSE TATTOO float in the Pasadena Parade of the Roses shown elsewhere on this page.





"THE MOUNTAIN"

Robert Wagner and Anna Kashfi in the foreground — Spencer Tracy looking on protectively — and some awfully tough French Alps in the background. This highly dramatic film certainly looks like being a 1956 highspot.

L'ANNÉE QUE NOUS AVONS TOUS ATTENDUE

Il ne faut ni éditoriaux ni messages spéciaux quels qu'ils soient pour vous dire que 1956 a tout ce qu'il faut pour en faire la plus grande année que Paramount ait jamais vécue. Si, d'ailleurs, vous allez droit au fait, le principal élément qui fait grande une année est la production—et, sur ce point, Paramount atteint un degré de qualité dont, même en remontant dans le passé, vous ne pouvez trouver d'équivalent. Mais nous n'allons pas entrer dans les détails. Qu'il nous suffise de poser une question: pouvez-vous indiquer une année au cours de laquelle une quelconque compagnie peut annoncer deux oeuvres aussi capitales que les Dix Commandements et Guerre et Paix? Et c'est pourquoi 1956 est l'année que nous avons tous attendue.

Les applaudissements qui accueillirent le mois dernier The Rose Tatoo de Hal Wallis se poursuivent au cours de ce mois et se poursuivront le mois prochain et aussi en mars, et en avril; c'est en avril encore que nous vous donnerons des informations sur les prix de l'Académie, mais, dès maintenant nous savons qu'aucun compte-rendu de cette cérémonie ne sera complet sans mentionner la sensationnelle actrice italienne Anna Magnani.



MODEL PLANE CONTEST

One segment of the fine showmanship campaign that launched STRATEGIC AIR COMMAND in Paris was an extremely well publicized model plane contest which came to a climax in the foyer of the Paramount Theatre, December 10th. Shown in final judgment are the following 6 specialists: Lerat, France recordman Air Glider; Mo Lacker, notary; Col. Guillouchon, in charge of the Air Ministry Military Board in liaison with Dept. of Sport and Light Aviation; Bayet, vice-President of the Fédération Nationale d'Aéronautique Aeromodelism Committee; Chabonnat, in charge of Aeromodelism Teaching; Salomon, Director of the Eiffel Aerodynamics Laboratory.



In the Paris Contest of Model Planes, many of the entries were of the B-36 and B-47 airplanes featured in STRATEGIC AIR COMMAND. Here in a close-up is a fine reproduction of a B-36.

En attendant, The Rose Tatoo continue ses fabuleuses recettes dans les petites villes comme dans les grandes. Le texte de Tennessee Williams, le jeu d'Anna Magnani, Burt Lancaster Marisa Pavan et Ben Cooper, la brillante direction de Daniel Mann, la spectaculaire supervision de Hal Wallis contribuent à créer une attraction de vrai calibre international. Nous le savons après avoir parlé à plusieurs directeurs de théâtres d'outre-Atlantique qui ont vu le film; et les correspondants étrangers de New-York et de Hollywood sont absolument "emballés" par ce remarquable film.

Ce numéro vous apporte une des plus importantes informations sur VistaVision que nous ayons publiées.

Tout film qui cette année sera produit en Angleterre par l'organisation J. Arthur Rank sera tourné en procédé VistaVision. En 1955, un certain nombre de films Rank l'ont déjà été; et le succès a été tel que M. Rank a décidé que tous ses films de 1956 seraient en VistaVision. Dans ce but, il a commandé cinq nouveaux appareils de VistaVision qui doivent être immédiatement livrés, plus plusieurs du type mobile employé pour des succès comme The Mountain, tourné en France (The Mountain est un audacieux film alpestre, joué par Spencer Tracy.)

Nous sommes ce mois-ci heureux de montrer de nombreux aspects du voyage sud-américain du Vice-Président exécutif J. E. Perkins, accompagné par le chef de la division d'Amérique Latine A. L. Pratchett. Ces photos ont été reçues trop tard pour notre numéro de Décembre, mais il est intéressant de les avoir dans ce numéro d'hiver puisqu'elles ont été prises pendant l'été de l'Hémisphère Sud. Nous sommes heureux d'ajouter que la chaleur de la température n'a même pas égalé la chaleur de l'accueil reçu partout par M. Perkins.

Un des plus intéressants voyages fait par une personnalité du cinéma a été celui de l'éminent directeur Alfred Hitchcock qui visita de nombreux pays dans son voyage autour du monde et rencontra beaucoup de Paramounters. Notre dernier numéro a montré quelques photos de ce voyage; nous en avons beaucoup plus dans ce numéro et aussi quelques commentaires personnels de M. Hitchcock sur la puissance et le caractère de l'organisation Paramount.

1956

THE
YEAR
OF
ANYTHING
GOES....
THE
BEST
MUSICAL
IN
PARAMOUNT
HISTORY



On-the-Spot Exhibitor O.K.

Hollywood preview of ANYTHING GOES at the Warners Wiltern, to which top exhibitors and their booking executives were invited, was a tremendously effective and practical event. Circuit executives were ready to book the musical on the spot after listening to the reaction of the capacity audience, which gave the film constant applause.

In the group at left are: Jack Moffitt, reviewer and columnist for the Hollywood Reporter; Mrs. Moffitt; Gus Metzger, 50 years a leading independent exhibitor; Y. Frank Freeman, studio head; Ed Zabel, general manager, Fox West Coast Theatres; H. Neal East, Western Division Manager, and Mrs. East.

PARAMOUNT CAMERA ON THE EUROPEAN SCENE



ZURICH - In the main window of the most important men's wear shop at Bahnhofstrasse, Jules Gendre was able to arrange for this ace display in behalf of THE PONY EXPRESS. Display consisted of an attention-compelling poster, stills, and a fine notice for the theatre showing the picture.



HELSINKI - Group shot made on the occasion of a visit to Finland, and the Paramount branch, by Henri Michaud, Assistant General Manager of the Continental Division. From L-R: Head Shipper Mr. K. Grén, Secretary Mrs. E. Richter-Hulden, Mr. Michaud, Accountant Mr. Einar Lindström, Manager Kurt Troupp, Typist Miss A-M. Berglund, Billing Clerk Miss E. Lahermo. Second Row: Asst. shipper Mr. S. Alava, Travelling Salesman Mr. O. Wirtamo, Typist Mrs. T. Andberg, Asst. Booker Mrs. S. Lankinen, Head Booker K. Dahl, Editor Mr. T. Mäntysaari and Film Inspectress Mrs. M. Lindstedt.



ROME - Russell Holman, left, New York production department head, and Pilade Levi, Paramount General Manager in Italy, look on with complete interest as Anna Magnani, star of THE ROSE TATTOO, proudly displays the Gold Medal just awarded her as "A Life For the Industry" symbol. Award was given by the Italian trade papers "Araldo dello Spettacolo," "Cinemundus, ITA," "Cinespettacolo."



Paramount Studio luncheon to His Excellency the Italian Ambassador to the United States, Manlio Brasio. At left, the Ambassador seated between Jack Warner and Mr. Freeman



At the premiere of THE ROSE TATTOO, Shirley MacLaine attended with her husband, Steve Parker. Film player Wendell Corey was master of ceremonies.

Le Comité National Unicef au Liban, a l'honneur de vous prier de bien vouloir assister au film

"ASSIGNMENT CHILDREN"

qui sera projeté pour la première fois au Liban au Cinéma Empire, le lundi 28 novembre 1955, à 11 heures du matin.

Sous le haut patronage de Son Excellence le Président de la République et de Madame Camille Chamoun qui ont bien voulu honorer cette représentation de leur présence

BEIRUT, LEBANON - This is the special invitation to the gala performance of ASSIGNMENT CHILDREN held at the Empire Cinema here. The presentation was sponsored by The President of the Lebanese Republic and Mrs. Camille Chamoun. About 500 persons attended the presentation.

Below:

Mr. Adel Osseiran, President of the Chamber of Deputies and Representative of UNICEF in Lebanon, addressing the audience before the screening began.



BRUSSELS, BELGIUM - This was one of many gay pictures taken at the Paramount Christmas party. In order to identify those in this shot, we will begin at top right, weave back from left to right, then across to left again. And here are the folks:

Jan Vermeulen, Yves Boli, Mrs. Boris Jankovics, Mittelsbach Sr., General Manager Jankovics, Claude Salmon, Nicole Mahieux, Pierre Bastogne, Geets Willy, Gigli Sabine, Andre Salmon, Jean Paul Devos, Jeanine Decoster, Nadine Hemptinne, Guy Karnas, Marie Paule Mortier, Jean Mahieux, Mittelsbach Jr., Annik Mortier, Michel Devos, Schoonenburg Guy, Schoonenburg Claude, Bruffard (Daughter), Bruffard (Son), Andree Schoonenburg, Brigitte Andriessens, Guy Bougard, Annik Deckers, Andre Hemptinne, Mr. Marot, Michel Marot, Philip Binstock, Marc Bogaert.

THE NATION-WIDE PREVIEW OF "ANYTHING GOES", FRIDAY JANUARY THE 13th WAS A GIGANTIC NATIONAL SUCCESS.

"ANYTHING GOES" ON FRIDAY THE THIRTEENTH THE SAME AS ANY OTHER DAY

"ANYTHING GOES" IS JUST EXACTLY WHAT FILM AUDIENCES WANT THESE DAYS.



Honored as Guests by Buenos Aires 25-Year Club

Shown below are scenes at the year-end luncheon of the Paramount 25-Year Club of Buenos Aires. The Club invited as their guests of honor Messrs Robert L. Graham (Managing Director), John Simonelli and Richard Tovar (visiting New York auditors) and Sr. Octavio Barrirero, the Argentine Branch Supervisor who is about to retire

ESTE SERÁ EL AÑO QUE TODOS ESPERÁBAMOS

No es necesario escribir largos editoriales ni mensajes especiales para asegurar al paramountista que el año 1956 será el más grande en la historia de la Paramount. Decimos esto con la profunda convicción de que Paramount posee todo lo que es indispensable para que 1956 sea el año más grande — calidad en el producto en grado superlativo. No pretendemos entrar en detalles respecto a nuestra afirmación. Sin embargo, se nos ocurre hacer una pregunta. ¿Hay algún paramountista que recuerde en años anteriores dos producciones que puedan compararse a LOS DIEZ MANDAMIENTOS y LA GUERRA Y LA PAZ? Estas dos películas bastarían por sí solas para calificar al 1956 como el más grande año Paramount, es decir, el año que todos esperábamos. . . Los aplausos que prodigamos el mes pasado a LA ROSA TATUADA, de Hal Wallis, se escuchan más estrepitosamente este mes en todos los teatros donde esta atrevida película se está exhibiendo, y seguirán escuchándose en los meses venideros y cuando la Academia le otorgue el premio que por todos conceptos se merece. Anna Magnani jamás había estado más arrebatadora que en esta película. . . Las recaudaciones de LA ROSA TATUADA siguen alcanzando proporciones fabulosas en los teatros de las principales ciudades de los Estados Unidos. La combinación que presentan Tennessee Williams, autor del guión; la actuación de Anna Magnani, Burt Lancaster, Marisa Pavan y Ben Cooper; la magistral dirección de Daniel Mann, y la mano maestra de Hal Wallis, es más que atractiva para que el público acuda a la taquilla en grandes masas. Hemos tenido ocasión de sondear la opinión de algunos exhibidores extranjeros que han visto la película y de los corresponsales de periódicos extranjeros en Nueva York y Hollywood y podemos decir, empleando la expresión popular, que todos ellos alaban con locura tan sin igual película. . . En este número publicamos una de las noticias más interesantes acerca de VistaVision que se han publicado. . . Se refiere al hecho de que todas las películas que se realizarán en Inglaterra

HOLLYWOOD - Paramount studio recently was host to a number of important film visitors from Spain, including Mr. Vicente Salgado, President of the Spanish Motion Picture Industry and head of CEA Studios; and Mr. Joaquín Agustí, General Director of Production of CEA. Mrs. Salgado and daughter also were in the group. In the luncheon party at top left are, L-R: Frank Caffey, studio Production Manager; Hal Pereira, Supervising Art Director; Mr. Agustí, Mrs. Salgado, Cecil B. DeMille, Y. Frank Freeman, Mr. Salgado, Bruce Odium (who brought the visitors to the Studio), Miss Salgado, and Luigi Luraschi. In the scene immediately above, the visitors are joined by Donald O'Connor (third from left), Mitzi Gaynor (centre) and Don Hartman, extreme right.

terra este año por la organización J. Arthur Rank serán filmadas por el sistema de VistaVision. En 1955 se realizaron algunas películas Rank por este nuevo procedimiento y los resultados obtenidos fueron tan óptimos que Mr. Rank ha ordenado que todas las películas de 1956 se rueden en VistaVision. Para este objeto, Mr. Rank ha pedido cinco cámaras más de VistaVision que le serán enviadas inmediatamente, además del equipo móvil que tan buenos resultados dió durante el rodaje de nuestra película LA MONTAÑA ("The Mountain") en Francia. Esta película tiene por escenario los Alpes y su protagonista es el popular Spencer Tracy... Este mes nos complacemos en dar a conocer al lector paramountista algunos aspectos del reciente viaje de inspección y estudio que nuestro vicepresidente ejecutivo Mr. J. E. Perkins acaba de efectuar por la América Latina acompañado del gerente divisional Mr. A. L. Pratchett. Estas notas gráficas del viaje se recibieron algo tarde para alcanzar nuestro número de diciembre. Es interesante, sin embargo, poder publicarlas en pleno invierno en Nueva York, pues ofrecen el contraste de haber sido tomadas cuando el verano estaba en todo su apogeo en los países visitados. El calor veraniego en esos países se unió el calor espontáneo de los paramountistas que tuvieron la oportunidad de conocer personalmente, o de renovar viejas amistades, con el señor Perkins, quien guardará un recuerdo imperecedero de ese viaje. . . Y, hablando de viajes, uno de los más interesantes realizados por una notable personalidad de la cinematografía es el que acaba de llevar a feliz término Alfred Hitchcock por gran número de países alrededor del mundo, en todos los cuales fué cordialmente recibido por los paramountistas. En el número anterior publicamos algunas fotos de ese viaje y en el presente recogemos otras tantas con unas palabras muy afectuosas del gran animador de la cinematografía para la Paramount y para los que contribuyeron a hacer su viaje agradable y provechoso.



L-R: Messrs E. J. Croce, Viglione, J. Díaz (retired) Barrirero (guest of honor, about to retire), Miss Ela Grieben, Messrs V. Boetto, A. Fanettk.



L-R: Messrs Tovar, Graham, Luis Stagnaro, Simonelli, Miss Elida González and Raul Viglione.

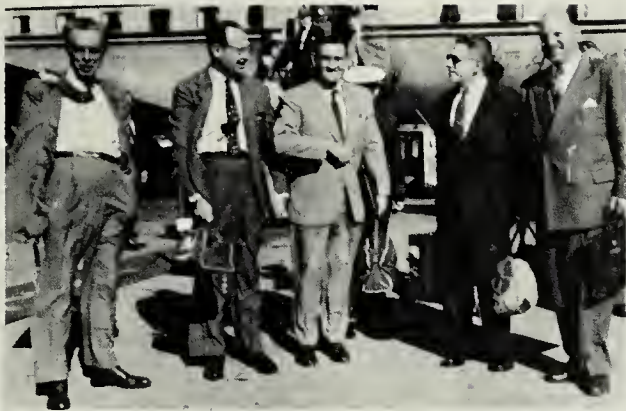


L-R: Mr Croce, Sta Pilar García, Mr. R. Lehmann (re-

tired), Sta Pilar Cort, Messrs F. Patané, R. L. Graham, L. Stagnaro, R. Viglione, J. Díaz, V. Boetto.

PARAMOUNT HAPPENINGS IN LATIN AMERICA

SANTIAGO, CHILE
...At Los Cerrillos Airport, the travellers at left, Messrs Pratchett, Perkins and Pierpoint, are met by travelling auditor, John Simonelli, and Chile Manager Juan Laupheimer.



James E. Perkins Back From South American Survey Trip

James E. Perkins, Executive Vice President of Paramount International, returned to New York late last month following a business survey of South America, his first visit to the Latin American territories since assuming his new company post. Mr. Perkins was accompanied throughout the trip by Latin American Division Manager A. L. Pratchett, and on the section from Peru to New York by Special H.O. Representative Henry Gordon.

Itinerary of the trip took in Brazil, Uruguay, Argentina, Chile, Peru and Panama. In each instance Mr. Perkins was afforded fullest opportunities to meet Paramount staffs, top exhibitors and members of the press, and to observe the local patterns of exhibition. All travel was by air, this amplifying the time available for viewing, inspection and inquiry.

Pictorial evidence spread throughout this issue will attest to the thoroughness of the survey, even as it will attest also to the pleasure expressed by so many Paramounters in Latin America at this opportunity to meet Mr. Perkins.



BUENOS AIRES - Section of important film industry luncheon held in honor of Mr. Perkins. Shown facing camera, L-R: Managing Director Robert L. Graham; Pablo Cavallo, prominent Buenos Aires exhibitor; James E. Perkins; Ace Argentine exhibitor A. Lautaret; Ricardo Graells, Santa Fe exhibitor.

MR. DE MILLE TO MR. BALABAN

Your Christmas message about THE TEN COMMANDMENTS, printed in Paramount World, means a great deal to me, not only because of what it says about me, but more because of your understanding of what we believe we have accomplished in THE TEN COMMANDMENTS. That you think we have succeeded is one of the highest accolades the picture could receive. I am sure that everyone in Paramount will be inspired by your words.



SANTIAGO, CHILE — There's no doubt at all about the important stress laid upon VistaVision by the management of the Rex Cinema here. All of the special sign for STRATEGIC AIR COMMAND shown at top above the entrance to the theatre, was hand-painted so that special stress might be given the importance of VistaVision. This was real showmanship — and it really paid off through the vital section of the cinema known as the box-office.



PANAMA - Some of the principals at a luncheon given in honor of Executive Vice President J.E. Perkins at the Union Club. Invited guests were prominent exhibitors, newspaper editors and business men. Shown above, L-R: Panama Manager Mario Ghio, Mr. I. Mallol, Editor of El Panama America; Head Office Special Representative Henry B. Gordon; Mr. F. Fabrega, Manager of the Central Circuit; Mr. Perkins; Latin America Division Manager A.L. Pratchett; Mr. J. Briceño, Editor of La Hora; Mr. G. Trius, President of the Central Circuit.



TWO ARRIVALS: BUENOS AIRES (left) and LIMA - Walking from the plane at the Argentine capital, Mr. Perkins is flanked by Messrs Pratchett, left, and Pierpoint. In the picture at right, Messrs Perkins and Pratchett are met by Manager Lennart Bjorck and Mrs. Bjorck.

Puerto Rico Manager Frank J. Planas reports that during Christmas Week, a supposedly off week in San Juan, TO CATCH A THIEF (see Page 37) outgrossed a supposedly impregnable Cantinflas picture and took the Lorraine's gross to more than 80% above normal Paramount business.

HOLLYWOOD IS WHERE THE FILM INDUSTRY'S PARAMOUNT PICTURES ARE MADE.....



A couple of young Paramount players, who score magnificently in their own premiere Paramount films, are on hand at the Stanley Warner Theatre for the premiere of the Anna Magnani-Burt Lancaster thunderbolt, *THE ROSE TATTOO*. The pair are Jody Lawrence, whose stunning performance in *THE SCARLET HOUR* has already won her the female lead with John Derek in *THE LEATHER SAINT*; and Oreste, star (with Kathryn Grayson) of *THE VAGABOND KING*, and possessor of the greatest singing voice in films today.



Lucky Photog.! Nobody in the world has photographed Grace Kelly more than the head of Paramount's still department - Bud Fraker. And with Grace more than ever an international celebrity, Bud's pictures are more in demand the world over. Especially since most of them are in color. Here we have pictured Bud in the process of making a Grace Glamor Still for a national magazine cover.



BRANDO, THE EXECUTIVE. This is Marlon Brando at his desk in the Paramount studio, where he operates as head of the company which will produce *TO TAME A LAND*, and as star of the picture itself. The picture will commence production as soon as Mr. Brando returns from a film commitment in Japan for another film company.



When Film Editor Alma McCrorie, at right, returns to the Virgin Islands capital of Charlotte Amalie for the premiere of *THE PROUD AND PROFANE*, she is to receive high local honors for the heroic part she played in saving lives and property during the hurricane which occurred during the making of the picture.

The above shot was made during a lull in the filming of the picture. Then men, L-R: Director George Seaton, Producer William Perlberg and Script Supervisor Stanley Scheuer.

Oreste!!!



Yvonne De Carlo, who is destined to give the world a great surprise by her dramatic acting in Cecil B. DeMille's *THE TEN COMMANDMENTS*, was a much-sought-after star for her autographs at the Stanley Warner Theatre premiere of *THE ROSE TATTOO* in Beverly Hills.



Marisa Pavan, who scores notably as Anna Magnani's daughter in *THE ROSE TATTOO*, was escorted to the premiere of the film in Beverly Hills by Tom Tryon, another of Paramount's rising young stars. Tom is leading man for Carol Ohmart in *THE SCARLET HOUR*.



Oreste, whose *VAGABOND KING* will ring around the world in the next few months, escorted Jody Lawrence to the premiere of *THE ROSE TATTOO*. Jody, who is another of Paramount's flashing new personalities, scores a ringing triumph in *THE SCARLET HOUR*.

PARAMOUNT LENS ON THE BRITISH CINEMA SCENE

During late November and early December the crack Paramount team of Managing Director Fred Hutchinson, Assistant Managing Director Russell W. Hadley, Jr., and Theatre and Publicity Director Tony Reddin visited all of the Paramount branch offices in England, Scotland, Wales, Eire and Northern Ireland. Objectives: To introduce Mr. Hadley to exhibitors and the press, and to launch the Royal Film Performance picture, **TO CATCH A THIEF**. On this page are some highlights of the tour; other pictures are spread throughout the issue. The tour was a complete success.*****



GLASGOW - Sir Alexander King, at left, one of the greatest fighters for rights in the British film industry, is happy to meet up again with his good friends, Mr. and Mrs. Fred Hutchinson.



LEEDS - The ladies are the Lady Mayoress of Leeds, Lady Croysdale, and the Deputy Lady Mayoress, Mrs. F. Watson. Mr. Hutchinson is at left, Mr. Hadley in centre, and at right is Leeds Paramount Manager H.S. Marshall. TOP: Mr. and Mrs. Hutchinson, right and left, with the Lord Mayor, Sir James Croysdale.



BIRMINGHAM - Here Mr. Hutchinson (at right), meets with Exhibitor Bob Oliver. Paramount Branch Manager Derek Wright is at left.



LIVERPOOL & MANCHESTER - At left, R. H. Godfrey, President, Cinematograph Exhibitors Association and joint managing director of Cheshire County Cinemas, stands between Mr. and Mrs. Hutchinson at the Liverpool meeting. At right, in the Midland Hotel, Manchester, Paramount Branch Manager J.L. Thornley and Mr. Hutchinson flank Exhibitor R. Cowan as they discuss **TO CATCH A THIEF**.



GLASGOW - At right, Mr. Hutchinson. At left, Paramount Branch Manager J.A. Colville. In centre, Mr. and Mrs. J. Hamson, of the Hamson Circuit. Mr. Hamson was formerly Paramount Manager in Glasgow.



40 PARAMOUNT YEARS FOR HARRY D. NISBET

Here's the entire Paramount staff at Liverpool assembled around Branch Manager Harry D. Nisbet, to whom they have just presented a Waterman writing set in token of his 40 years as Liverpool Branch Manager.

Standing, L-R are: Mr. F.C. Gill, Mr. H.A. Class, Mrs. Brookes, Mr. S. Bennett, Miss Beckett, Mr. M. Rowley, Mr. F. McDowell, Mr. Molloy, Miss Walmsley, Miss Jesse Mr. J. McArdle, Miss J. Guy, Mr. R. Porter, Mrs. Beatty, Miss P. Butler, Miss N. Feilding, Miss F. Hughes, Miss Hill, Miss Adams, Mr. R. McDona, Miss E. Davies, Mr. J. Burnell.

Seated: Miss M. Baron, Mr. Nisbet, Miss G. Young, Mrs. Mayers.



196 YEARS OF PARAMOUNT SERVICE

These six Liverpool Paramounteers can claim 196 years of Paramount service between them. Reading from left they are: Mr. S. Bennett, Dispatch Manager (23 years), Miss G. Young, Office Manager (36), Mr. H.D. Nisbet, Branch Manager (40), Mr. F. C. Gill, Assistant Branch Supervisor (30), Mr. H. Class, Salesman (37), Mr. F. McDowell, Salesman (30). Photo was taken during the celebrations marking Mr. Nisbet's 40th year as Branch Manager of the Liverpool territory.



DUBLIN - Mr. Hutchinson meets the American Ambassador, Mr. W.H. Taft at a film industry reception.

ALFRED HITCHCOCK'S FABULOUS FILM JOURNEY AROUND THE GLOBE



In Bangkok, Thailand, Mr. and Mrs. Hitchcock were accorded the rare honor of being received personally by His Majesty the King. Standing in rear is Paramount Manager Chana Chaikijkarana, and Mrs. Chana is at left.

Since outside photographers are not permitted to take photos within the Royal Palace, this photo was made by the Royal photographer. We have received official permission for its publication.

Mr. and Mrs. Hitchcock also were received by Her Majesty the Queen.

Alfred Hitchcock, who has been making entertainment pictures for all the world for quite a few years, late last year decided to find out at first hand just what the world continues to want in the way of film fare.

Following the Royal Film Performance in London, where his *TO CATCH A THIEF* was the honored film, he travelled Eastward to Hollywood, with important stops in many European cities, in Cairo, Bombay, Rangoon, Bangkok and Tokyo.

Pictures of his stops are on this page and throughout this issue. More will appear next month.



HOLLYWOOD - Back home after a thrilling round-the-world journey, Mr. Hitchcock faces a barrage of very pertinent questions from representatives of both foreign and domestic press. His remarks, we are happy to add, contained many fine tributes to the Paramount personnel in so many countries who contributed much towards making the eminent director's visits so interesting.



CAIRO - Looking for all the world like the star of that all-time cinema classic, *THE MYSTERY OF THE MISSING MUMMY'S MASTER MAGICIAN*, Alfred Hitchcock is snapped inside the internationally famous Egyptian Museum of Antiquities. In fact, on one of the very spots where photographs were made during the filming of *THE TEN COMMANDMENTS*.

CAIRO - While in the Egyptian capital, Mr. Hitchcock conferred on the Egyptian Language translation of *THE TROUBLE WITH HARRY* with Branch Manager J. A. Bartolotti, in centre, and Mr. Ezz El Dine Salah, Egyptian translator of the picture.



TOKYO - At the celebrated Ueno Department store, Mr. Hitchcock, aided and abetted by Mrs. Hitchcock, virtually re-enacts a scene from *REAR WINDOW*.

BANGKOK - The director of many Paramount hits meets one group of Paramounteers who know how to do full justice to hit films -- the Paramounteers of Bangkok. To the left of Mr. Hitchcock is Manager Chana Chaikijkarana; to the right is Accountant Oab Tailanga. Standing, L-R: Boonsong, typist; Sawang, office boy; Mrs. Aree Suwansathien, Booker; Miss Phai-pan Tangtrongchit, Assistant Accountant; Sunai, Shipper; Somsakdi, Customs Clerk; Chote, Accessory Clerk. Above the group is a beautifully wrought banner reading "Mr. and Mrs. Alfred Hitchcock - Welcome to Thailand."

SINGAPORE - This was an incident at the Cathay Theatres' party to Mr. Hitchcock, at which the guest of honor did not show. For our caption we'll quote the one from the Singapore Free Press, to wit: "Somebody at the party thought that that was Mr. Hitchcock's 'stand-in' talking to Mr. Loke Wan Tho, the host. It turned out to be Odeon Theatres publicity manager, Mr. A. Kanappan. When Mr. Loke heard about it, he roared with laughter. So did Mr. K."

THE NEW YORK PICTURE SCENE HIGHLIGHTED BY "ROSE TATTOO" TRIUMPH



Danny Kaye, at the United Nations headquarters, proudly shows the medal presented to him by Le Soir eminent newspaper of Brussels, and inscribed:

"To Danny Kaye, Friend and Protector of the Children of the World.

Brussels, Sept. 30, 1955."



And of course Marilyn Monroe was eventually spotted by the cameramen as she came to witness a display of acting which has already caused the initials "A.M." to be pencilled on an Academy Award 'Oscar.'



ROME - Paramount Advertising and Publicity Director Jerome Pickman dining with Anna Magnani during his recent visit in connection with WAR AND PEACE and the special industry award to Miss Magnani (Other picture on Page 13).



Attending the Actors Fund benefit performance of THE ROSE TATTOO at the Astor Theatre was Marlon Brando, who will probably be attending a premiere of his own Paramount picture, TO TAME A LAND within the year.



Also on hand for the debut of the fiery Anna Magnani in her first American made film were Mr. and Mrs. Richard Halliday. Both had great Paramount associations in the past. Mr. Halliday was Paramount's literary editor in New York. Mrs. Halliday is known to stage, screen, radio and television as Mary Martin.

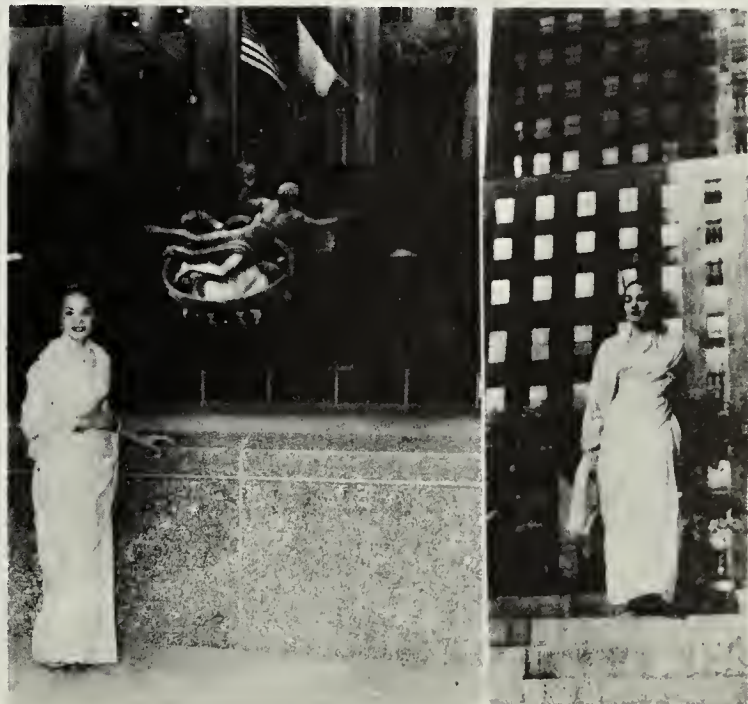
The beauty of Rockefeller Plaza in New York's famed Radio City is enhanced by the grace and charm of Anna Kashfi, young star from India who is Spencer Tracy's leading lady in the very thrilling Alpine drama, THE MOUNTAIN. Robert Wagner, Barbara Darrow, Claire Trevor, Richard Arlen and William Demarest also are in the cast.



Helen Hayes, left, and Joan Crawford acted as ushers and hostesses at the special benefit performance of THE ROSE TATTOO held at the Astor Theatre in aid of the Actors Fund.



Attending the special benefit performance, which brought tens of thousands of dollars into the Actors Fund, were Mr. and Mrs. Barney Balaban, left, and Mr. and Mrs. Edward Weisl. Performance at the Astor Theatre was followed by a ROSE TATTOO buffet at the Sheraton Astor Hotel, where this picture was made.



THE GREAT GLOBAL FAMILY
OF 25-YEAR CLUBBERS CONTINUES
TO GROW AS NEW MEMBERS ARE
WELCOMED INTO

PARAMOUNT'S 25-YEAR CLUB



Assembled in the Home Office diningroom on Christmas Eve are the new members of the 25-Year Club, their sponsors, and Head Office executives. Reading directly L-R they are: Charles Schierenbeck, Harry Doldus, James E. Perkins, Louis Phillips, Max Klein, Russell Holman, Alexander Blau, Armand Cardea, Marion Frejmann, James Richardson, Barney Balaban, Edward Cassidy, Jr., Alfred Neilson, Frank Sudal, Olympio Pagano, Frank La Grande, William Struhs, Adolph Zukor, Anna Isokait, Joseph Coleman, Loretta Bachmann, Larry Flynn, Katherine Grzybowski, Milton Kirshenberg, William Ramage, Harry Nadel, Hugo Johnson, Alexander Kiralfy.

(New members who were not present when the picture was made, were: Evelyn Michaelson, Aimee Elliott, Hugh J. Hester, Barbara Schwab and Herbert Wissman).



PARAMOUNT INTERNATIONAL'S NEW 25-YEAR CLUB MEMBERS.

Executive Vice President James E. Perkins, third from left, hands Milton Kirshenberg, Para. Int'l Treasurer, his souvenirs of membership in the Club. Flanking Mr. Perkins are J. William Piper, right, and Lawrence P. Flynn, all three of whom are Club members. At right of picture are new members Alexander Kiralfy and Armand Cardea, and new member Harry Doldus is at left. Missing from the picture is Aimee Elliott, Assistant to Paramount Int'l Counsel George G. Hoff.



LIMA, PERU - Another happy 25-Year Club presentation took place in Paramount's office here, with Mr. Enrique Gaillour Larrea shown as the centre of a happy group of co-workers, left, and also receiving his gold watch personally from Mr. J.E. Perkins. Those in group at left are: Seated - Mr. Fernando Vivas, Mr. Perkins, Mr. Enrique Gaillour Larrea, Mr. A.L. Pratchett, Mr. Alfonso Gaillour. Standing: Mr. Fidel Ponce, Mr. P. Friedrich, Mr. Henry B. Gordon, Mr. Alberto Acosta, Mr. A. Vidal, Mr. G. Yañez, Mr. A. Roca, Mr. Luis Vilela, Mr. Lennart Bjorck, Lima Manager.



WASHINGTON

Office Manager Bob Grace has his quarter-of-a-century of Paramount service duly recognized by receipt of the watch, service pin and certificate of the Paramount 25-Year Club. Branch Manager Herb Gillis is making the presentation.



At the Long Island Laboratory, where pressure of duties kept them from attending the 25-Year Club ceremonies in Home Office, Barbara Schwab and Herbert Wissman receive their symbols of membership from Frank La Grande, a charter member of the 25-Year Club, and head of Paramount's laboratory and technical operations in the East.



MEMPHIS

Pride and happiness are very much evidenced by Head Inspector Lucille E. Mitchell as she receives her watch and other symbols of 25-Year Club Membership from Branch Manager Howard Nicholson. In the background, the entire branch personnel of Memphis look on.



SAO PAULO, BRAZIL - During his recent business tour of South America, Executive Vice President J.E. Perkins was happy to induct several Latin American Paramounteers into the International 25-Year Club. At right, above, with Latin American Division Manager Pratchett looking on, he affixes the souvenir watch to the wrist of Miss Anna de Brito, film inspectress of the São Paulo branch. Ceremonies were held at the Hotel Jaraguá and were attended by the five members of the 25-Year Club at Sao Paulo, who are in the group at the left. In this group, L-R: Henrique Cheli, Theormino Barbuy, District Manager S.E. Pierpoint, Mr. Pratchett, Anna de Brito, Mr. Perkins, Joaquim Moraes, Leonidas Geddo, Branch Manager Miguel A. Mancini.

We have some more 25-Year Clubbers upcoming. One in Mexico, for instance. So look for another 25-Year Club section in next month's issue of Paramount World.

OSLO - In a ceremony at which Henri Michaud, left, Assistant General Manager for Continental Europe, officiated, Head Shipper Sverre Borressen, left centre, and Film Repairer Roar Helmuth Larsen were inducted into the International 25-Year Club of Paramount. At right is Oslo Branch Manager Kristian Torp.

Personnel Notes from Times Sq., New York



NEW YORK CITY - Although Loretta A. Bachmann received her symbols of membership in the 25-Year Club at the Home Office celebration above, Branch Manager Myron Sattler arranged a 'repeat performance' in the presence of her co-workers in the New York Branch. Here, L-R, are: Kitty Flynn, Sybil Mayer, George Perry, Gilbert Basch, Branch Manager Sattler, Miss Bachmann, Sales Manager Jack C. Penley, Rose McConnell, Mildred Noschese, Eugene Newman.

HOME OFFICE NOTES

'Twas Christmas in January for the Arthur J. Dunne's in Pelham as daughter Cynthia, a lieutenant in the Waves, planed in from Seattle and Arthur, Jr., disembarked after 15 months in Germany with the U.S. Army. No coincidence, just expert Dunne planning. Arthur, Sr. spent his vacation at home. Daughter Helen is still a civilian, and young Arthur will be one following 'Army processing.... Sarah Karp, secretary to Mr. Timberlake, didn't want a White Christmas up North, so she went to Florida to visit her brother and his family in Miami Beach.... Have you been reading the Eastern weather reports lately?.... Helen Cohen, secretary to Western Sales Manager Sidney Deneau, chose a Caribbean cruise (see picture) through the Caribbean, with Caracas a stop-off, and calls this 'tops' for a holiday away from New York.... Marie Di Imperio has set June 10 as the date of her wedding to Sam Cannillo. Marie is with the Picture Report Division... Publicist Bob Schwartz became engaged on January 16 to Estelle Kardeman. They are planning on a May wedding.... December 17th was wedding day for Dorothy Scherber, secretary to Irene F. Scott. She became Mrs. Louis Robert that day.



Congratulations, Mr. and Mrs. Robert..... New-comer to Statistics is Sandra Gordon, a New Yorker, and a graduate of Brooklyn College.

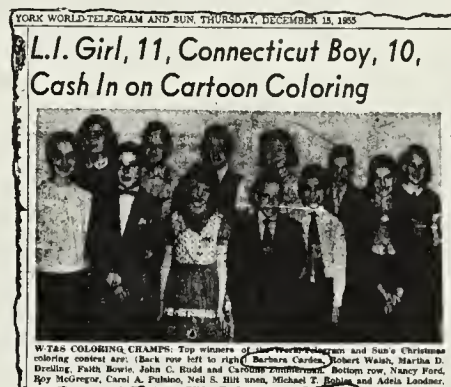
Tenth Floor Comings-and-Goings of recent date include James Greenleaf, Treasury, who made a business trip to the Studio; Harry Bruckman, assistant to the General Manager for Italy, in Rome; and Australia's Managing Director, Clay V. Hake.... Away from the Tenth Floor due to hospitalization, was Leopold Weiner, Assistant to Donald Nathan. But an RCA-Victor radio, a token of his widespread Paramount International friendship, kept him in touch with world events. He'll be back at his desk about the time these lines appear.

This reproduction of a contest result in the New York World

Telegram is of interest to all Paramount International people because the young lady at the left of the back row is Barbara Cardea, charming daughter of Armand

Cardea, assistant to International Publicity's Paul Ackerman. Barbara won a handsome wrist watch in the World-Telegram's Cartoon Coloring Contest..... Paramount Pictures Club's President Charles Hickey, who organized one of the most effective toy collections during the festive season, with Bellevue Hospital the beneficiary, received a very glowing letter of thanks from Norma A. Alessandrini, on behalf of the hospital. Charlie went over his 250-mark goal of a gift-for-each-child, taking in \$130 in cash alone. It took 12 cartons to hold the toys.... Bowling gals feel close to the Grace Kelly romance. In 1954 she was just the name of their team, but in 1956 she will be Princess of Monaco. That Charlton Heston picture taken with Mary Brady and Bob Guilfoyle, is getting around. Bowling World carried it prominently. The Carol Ohmart team holds a 1½ pt. lead over Bing Crosby in the VistaVision League. Bob Guilfoyle and Anna Isokait lead the 'average' parade and Bob's 223 and Anna's 480 are tops in their respective divisions. Doris Rossi has high game of 198 and Frank Patterson has a 580 series.

The new publicist in advertising production, working with John Guilfoyle, is Frank Schwartz, who comes to Paramount from a New Jersey printing company. Frank was correspondent for the UP and INS while a student at the University of Alabama... Good to see Johnny Wright and Nan Schwartzman back at work after illness.



W.T. COLORING CHAMPS: Top winners of the World-Telegram and Sun's Christmas coloring contest are: (Back row left to right) Barbara Cardea, Robert Walsh, Martha D. Bradley, Faith Davis, John C. Budd and C. (Tom) Thompson. (Front row) Nancy Ford, Roy McGregor, Carol A. Fubler, Neil S. Hillman, Michael T. Egan and Adria Lander.

A Thundering Cable About "War and Peace"

Early this month, Russell Holman and Jerome Pickman made a flying visit to Rome in order to provide a first-hand report on the greatness and power of the Ponti-DeLaurentiis production for Paramount, WAR AND PEACE. The following is their finding as delivered in a cable addressed to Messrs Barney Balaban and George Weltner:

HAVE JUST HAD TREMENDOUSLY THRILLING EXPERIENCE OF SEEING COMPLETE "WAR AND PEACE" FILM IN FOUR-AND-ONE-HALF HOURS ROUGH-CUT FORM. DESPITE LACK OF MUSIC, SOUND EFFECTS,



FINAL EDITING, DUBBING, ETC., PICTORIAL AND DRAMATIC IMPACT OF MATERIAL THROUGHOUT IS TERRIFIC AND OF HIGHEST QUALITY. SPECTACLE PORTIONS HAVE GREAT SIZE AND POWER, PARTICULARLY BATTLE SCENES, AND PERSONAL STORIES ARE EMOTIONALLY GRIPPING TO Nth DEGREE WITH SUPERFINE PERFORMANCES, PARTICULARLY BY HEPBURN, FONDA,

FERRER, HERBERT LOM AS NAPOLEON, AND BARRY JONES. VISTAVISION CAMERA WORK BY JACK CARDIFF IS CONSISTENTLY MAGNIFICENT. GREATEST EPIC NOVEL EVER WRITTEN HAS BEEN CONVERTED WITH AMAZING SUCCESS INTO POTENTIALLY, WHEN IT REACHES FINAL FORM, ONE OF THE GREATEST MOTION PICTURES OF ALL TIMES. HAVE EMPHASIZED FINAL PICTURE MUST NOT RUN OVER THREE-AND-HALF HOURS AND ARE ASSURED AND BELIEVE THIS CAN BE DONE. WILL COVER IN GREATER DETAIL IN LETTER. REGARDS.

- HOLMAN, PICKMAN

SSSSH-H-H-H-H!

TOKYO - At a cocktail party in the Imperial Hotel, Paramount General Manager Metori, at left, introduces Mr. Hitchcock to Mr. Rampo Edogawa, a famous Japanese writer of "thrillers."



期待の年一九五六年

言うまでもなく一九五六年は輝かしいパラマウント史上に於ける最良の年である。史上最良の年の第一条件は勿論作品によつて決るが、長いパラマウントの歴史を想起しても今年の如く優秀な質を誇る作品に恵まれた年は未だ嘗てその例をみない。詳細は追つて述べるとして此処では単に最も大切な質問唯一つを掲げるに止めよう。即ちこれまでに如何なる会社にあつても「十誠」及び「戦争と平和」の如き超大巨編を二つも揃えて封切予定に置いた年があつたであらうか? 一九五六年こそ我々のすべてが大きな期待をもつて待受けていた年なのである。

アカデミー賞候補アンナ・マニアーニ

「バラの刺青」に湧上つた爆発的な拍手は今月に入つても鳴り止まず、更に二月、三月、四月と続く予定で、三月末に行われるアカデミー賞の発表が特に注目されるが、この映画により魅力のイタリー女優アンナ・マニアーニの名がアカデミー賞受賞の最有力候補に上ることは確実である。

「バラの刺青」驚異の興収

「バラの刺青」は地方及び大都市の区別なく全米に驚異的な成績をあげつつある。テネシー・ウイリアムズの脚本、アンナ・マニアーニ、バート・ランカスター、マリサ・パヴァン、ベン・クーパー等の演技、ダニエル・マンの勝れた演出及びハル・ウオリスのショウマンシップ、これ等が一体となつてこの映画を真に世界的な規模をもつ大興収作品に作り上げたのである。この事はこの映画を見た多数の海外の興行関係者と直接話し合つた結果確認されたことであるが、更にニューヨーク及びハリウッド在住の外国通信員は何れも口を極めてこの映画を賞讃している。

アーサー・ラングの本年度の全作品をビスタビジョンで製作

ビスタビジョンについての最も重要な発表の一つが本号に掲載された。それは今年J・アーサー・ラングがイギリスで製作する全作品にすべてビスタビジョンを採用するという決定である。一九五五年中にビスタビジョンによつて製作されたラングの作品は何れも非常な成功を収めた為、ラング氏は一九五六年の全作品をビスタビジョンによつて製作するよう指令したものである。この為ラング氏は新にビスタビジョン・カメラ五台を即時納品を命じて発注、更にパラマウントがフランスで「ザ・マウンテン」の製作で素晴らしい成功を収めた移動用ビスタビジョンカメラ数台をも注文した。(「ザ・マウンテン」はスペイン・トレイシ主演の目覚ましいアルプス映画である。)

南米各地パーキンス副社長を大歓迎

ラテンアメリカ地区総支配人A・L・プ

ラチェット氏と共にJ・E・パーキンス副社長は南米各地の視察を行ったが、その時の写真多数が本号を飾ることになった。これは十二月号の締切に間に合わなかつた為であるが一行が南半球の夏を経験した為、却つて冬のさ中に発行される本号に掲載されてその面白味を倍加している。尙今度の視察旅行でパーキンス氏に寄せられた南米各地の大歓迎は季節の温さを遙かに凌駕する温さを持つて行われたことを追記し度い。

ヒッチコック監督帰る

アルフレッド・ヒッチコック監督は多彩な世界一周旅行を終えてアメリカに帰つたが、同氏の各国訪問は映画人の海外旅行の中最も興味深い旅行の一つであつた。旅行の様を収めた写真は一部先月号に掲載されたが、その大部分は旅行中に各地のパラマウント社員と会つたヒッチコック氏がパラマウントの組織の力と特性について自身述べた感想と共に本号を飾ることになった。

THE FAR EAST SCENE THROUGH A PARAMOUNT CAMERA

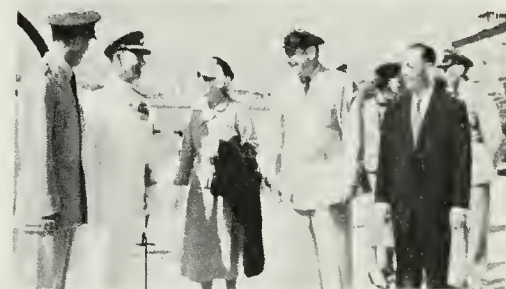


MANILA - Back in the Philippines following her visit to the U.S. on a medical mission, Mrs. Luz Magsaysay, wife of Philippines President Magsaysay, is happy to see pictures of the places she visited on the return trip. Here she receives, from Paramount's Ric Javier, photos showing her visit to the Paramount Studios, which we pictured last issue.



HONG KONG - Twin premiere of STRATEGIC AIR COMMAND at the Princess and Empire Theatres was the most glittering film event seen in the Colony. The Royal Air Force Fund and the St. John Ambulance Brigade were the benefitting organizations. One spectacular feature of the evening was the stage concert of the 50-piece USAF Band which was specially flown in by General Kuter, USAF Far East Commander. The band was flown in from Okinawa and was the biggest band ever landed in the Colony. Shown above is lobby of the Princess Theatre. All planes depicted, included models of the B-47 and B-36 in the Paramount air spectacle, are actual models hung against a sky background. Models were made by the Radar Co. of Hong Kong, who were also responsible for the lobby. The audience, most distinguished in Hong Kong history, paid special increased admissions for the occasion. The advertising and publicity campaign was in spectacular keeping with the size of the film production, with ads in both English and Chinese, and in many instances the newspaper ads were in 2 colors.

HONG KONG - When a sign goes up in this Colony for a Paramount picture, the local world really knows about it. Here is part of the really terrific advertising impact when STRATEGIC AIR COMMAND played, simultaneously, the Princess (left) and the Empire. This premiere, perhaps the mightiest ever staged in Hong Kong for any picture, reflected wonderful credit on the superb teamwork of the U.S. Air Force, Hong Kong Theatres Limited, and Paramount Manager H. S. Moh. We have some of the evidence on this page, but it would take volumes to cover the entire wonderful showmanship enterprise.



HONG KONG - A meeting of top air force officers prior to the premiere of STRATEGIC AIR COMMAND. At extreme left is General Laurence Kuter, USAF, American Commander in the Far East. Then Air Commodore A.D. Messenger, of the Royal Air Force. Mrs. Kuter is in centre. Then Col. O.W.D. Simpson of the United States Air Force; and Paramount Manager H. S. Moh at right.



MARDAN, WEST PAKISTAN - Here is a special poster prepared for the Golden Theatre for the Urdu-dubbed version of Cecil B. DeMille's production, THE CRUSADES. Depicted in the poster are Ian Keith as 'Saladin,' the Saracen, and Henry Wilcox as 'Leader of The Crusades.' Size of the poster can be gauged by the man at left. Size of the box-office receipts was in similar proportion.

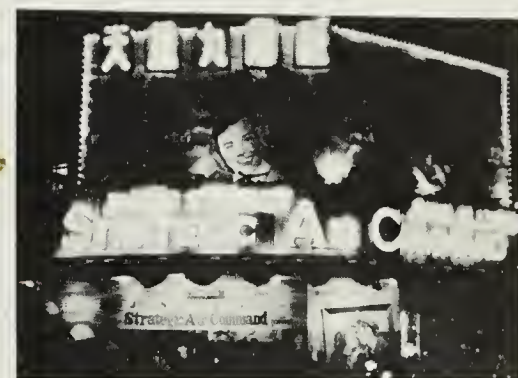
TAIPEI, TAIWAN

This is the exterior of the International Theatre, and the aggregation of film fans and bicycles that greeted the second engagement of ROMAN HOLIDAY in 1955. The International played the Audrey Hepburn starrer with such success in July that the pictures repeated at the same first-run house the following month with, as Paramount Manager Andrew Fan reported, "even greater success and popularity." (Note also a GREATEST SHOWN ON EARTH poster).

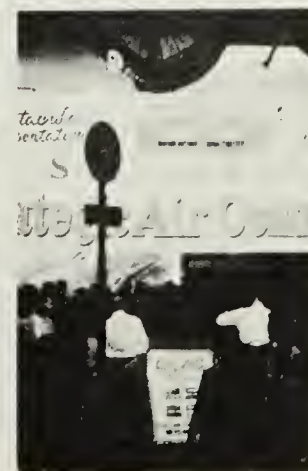
RIGHT



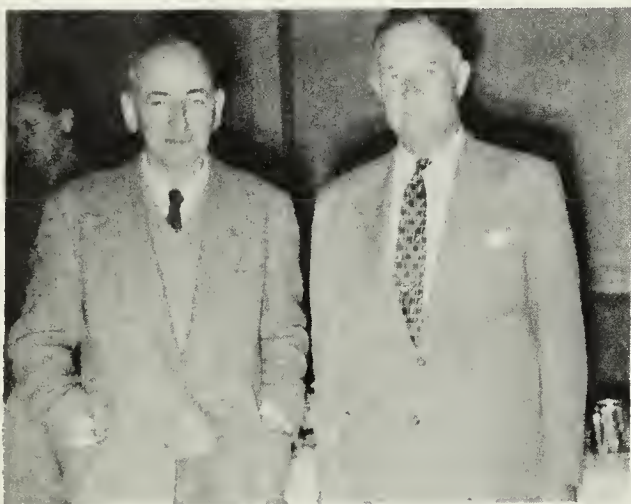
HONG KONG - A typical newspaper advertisement in a Chinese paper for a picture that will not be forgotten in the Colony of Hong Kong for a long while to come.



HONG KONG - Night shot of the Princess Theatre's superbly illuminated sign for STRATEGIC AIR COMMAND.



..and here if you'll look with despatch, is the 'House Full' sign on display at the Princess Theatre in HONG KONG.



KINGSFORD SMITH AIRPORT, SYDNEY - On hand to see Mr. Hake off to New York was Secretary-Treasurer James A. Sixsmith. Photo was made by Advertising Manager Hermann Flynn, an amateur photographer.



ADELAIDE - Part of the showmanship campaign at the Majestic Theatre for 3 RING CIRCUS consisted of a clown contest. Many hundreds entered, girls as well as boys. Here Paramount Branch Manager Denis Kiley presents winning cheques to the prize winners - two boys and a girl.

SYDNEY - Before leaving for U.S., Mr. Hake, second from left, introduced Judith Anderson, one of the stars of THE TEN COMMANDMENTS, to some Australian notables. At left, Norman B. Rydge, Mg. Dir. GUT Theatres; centre, Senator Hon N.O'Sullivan, Federal Minister for Trade, Customs; Jack O'Callaghan, Pres. 47 Club; Hugh Hunt, producer for Elizabethan Theatre Trust.

HOLLYWOOD - During his Studio visit Managing Director C.V. Hake learned of Paramount's production plans in general from Vice President Y. Frank Freeman, left, and about TEN COMMANDMENTS progress and plans from Cecil B. DeMille.



A punchful Paramount prestige advertisement was this full page in The Film Weekly. It was addressed to all Australian and New Zealand exhibitors, and it listed the stars they would be getting in 1956, and the Paramount pictures they'd be in.



24 HIGHLIGHT PARAMOUNT NEWS FROM AUSTRALIA AND NEW ZEALAND



SYDNEY - First-class, strategically-placed shop window tie-ups still represent one of the most effective showmanship aides in metropolitan Sydney, and the two shown above are toppers on the list of advertising manager Herman Flynn. The one at left is in the jewelry store of Saunders, a great Sydney institution, and favors REAR WINDOW at the Prince Edward by giving tickets to the theatre for specific purchases. The other is one of 25 cosmetic windows planted in Sydney in conjunction with STRATEGIC AIR COMMAND, all of the stores in question carrying Max Factor products.

Record!

THE CAPITOL THEATRE, SYDNEY, WITH "YOU'RE NEVER TOO YOUNG" AS ITS CHRISTMAS ATTRACTION, PRODUCED A BOX-OFFICE INTAKE WHICH NOT ONLY SHATTERED THE THEATRE RECORD, BUT WAS A FIGURE NOT DEEMED PHYSICALLY POSSIBLE. IT BEAT THE PREVIOUS RECORD-HOLDER, "ON THE WATERFRONT," BY HUNDREDS OF POUNDS.

THE GOOD NEWS WAS RECEIVED IN NEW YORK BY MANAGING DIRECTOR C. V. HAKE.

THE CAPITOL IS A FIRST-RELEASE HOUSE OF THE GREATER UNION THEATRES CIRCUIT.

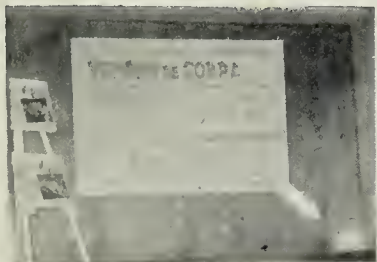


In the lobby of the King's Theatre, Melbourne (Paramount's first-release theatre), there was a display of model aeroplanes as part of the showmanship campaign for STRATEGIC AIR COMMAND. A realistic touch was that the aircraft were actually powered, and flew over the heads of the people in the lobby. Of particular interest was the model of a Royal Australian Air Force jet, at right.

Three More!

Aust.-N.Z. Managing Director C.V.Hake had more good news to dispense while he was in New York. YOU'RE NEVER TOO YOUNG cracked a trio of records at Paramount's King's Theatre in Melbourne.

It splintered the opening day records on Thursday, January 12. Best opening day in all King's history....The following day it gave the King's the all-time record Friday....And not content, the very next day it racked up the all-time best Saturday in the theatre's long and distinguished record.



LISBON - Here's another phase of the 'basket' campaign for WE'RE NO ANGELS at the Cinema Sao Jorge. It's a quiz, pointing up the fact of Aldo Ray carrying a basket "just like this." The quiz continues: "What does the basket contain?" "Will your feelings be against or in favor of the contents of the basket?" For the first hundred best answers the prize was a pair of tickets apiece. (The whole campaign was a tribute to the kind of showmanship philosophy that Paramount Manager Emilio Prister is inculcating in Portugal).

SHIRLEY MacLAINE
.....the Hal Wallis star in Paramount Pictures, who scores so handsomely in THE TROUBLE WITH HARRY, and ARTISTS AND MODELS, niftily attired to spell out the motto: "Stay out of the sun, and keep out of the wind."



ÊSTE É O ANO, PELO QUAL TANTO ESPERAMOS.

Não serão necessários longos editoriais, nem mensagens especiais, para exemplificar que o ano de 1956 tem tudo que se exige a fim de fazer-se o ano mais venturoso da história da Paramount. Quando a gente entra na apreciação subjetiva do valor real de uma casa produtora de filmes, sabe-se que o que mais avulta é a sua produção, e por isso pode-se afirmar ser 1956 o maior e mais auspicioso ano da Paramount, pois a sua produção esteia-se no que há de melhor. Não importa que o leitor seja um desses gloriosos veteranos com a companhia, e rebusque o mais que possa na memória, não encontrará símile no passado. E não se torna preciso mais pormenores. Basta um simples pergunta: Quem poderá citar um ano, entre os anos passados, em que a nossa companhia tivesse, como este ano, duas produções na mesma plana, da categoria de OS DEZ MANDAMENTOS e GUERRA E PAZ? Aí está, na menção de dois títulos, a reveladora verdade que nos leva a afirmar que este é o ano, pelo qual tanto esperamos...

A avalanche de aplausos, de que nos fizemos porta-voz no mês passado, quando da estréia da produção de Hal Wallis, "Rosa Tatuada", continua agora e continuará no mês próximo. E, talvez se alargue até Abril, quando de novo nos reportaremos aos prêmios acadêmicos. Pensamos que a estética organização não deixará passar essa oportunidade sem u'a menção honrosa, quando menos, sobre a emocionante e esplêndida atriz da Itália -- Anna Magnani, que está como nunca nessa grande produção.

Enquanto isto, "Rosa Tatuada" continua a sua marcha triunfal por outros centros americanos, depois de sua bela estréia em Nova York. A combinação de um script de Tennessee Williams, a atuação de Anna Magnani, Burt Lancaster, Marisa Pavon e Ben Cooper e a inspirada direção de Daniel Mann, com a supervisão de Hal Wallis, fazem

FILM DAILY'S FRONT PAGE REPORTS PARAMOUNT IN 1955 TOPPED ALL FOREIGN FILM COMPANIES IN JAPAN...

PARA. TOPS IN JAPAN

Tokyo—Foreign film earnings for the 1955 calendar year will be in the vicinity of 11,200 million Yen when all returns are in, according to estimates made by the Japanese Finance Ministry. Foreign films grossed 9,351 million Yen for the first 10 months of the year. Figures collected by the Finance Ministry indicated Paramount as the top earner among the major foreign film companies. Towa Eiga was top among the independent distributors. U. S. majors in the aggregate will take about the same as calendar '54, with best estimates giving them a total of some 7.5 billion Yen (roughly \$21 million), as against 1954's 7.661 billion Yens (\$21.226 million).

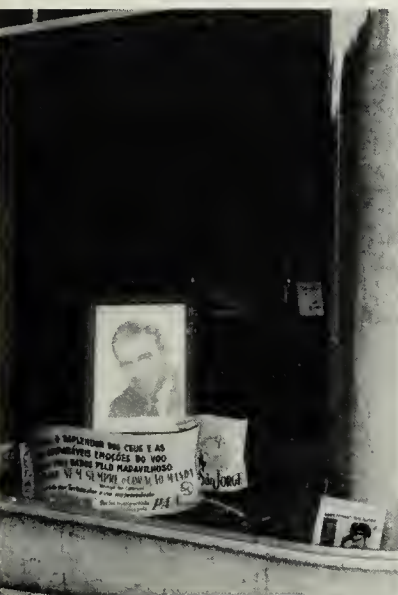
Total earnings in 1955 are expected to show an increase of 900 million Yen over last year when foreign product earned 10,300 million Yens. Showing an increase of earnings by the flat rate system by 70 per cent, estimated foreign film earnings for 1955 through this system will be roughly 1,700 million Yens as compared with 1 billion Yens last year.

esta fita uma obra de grande valor artístico e de bilheteria, aqui e em todo o mundo. Sabemos que é assim, porque temos falado com muitos exibidores estrangeiros, que aqui viram o filme, e essa é a sua opinião, em que aliás corroboramos correspondentes e jornalistas estrangeiros, que apreciaram esta portentosa produção.

Uma das mais importantes notícias, sobre VistaVision, que já publicamos, aparece nesta edição. Refere-se ao fato de que todas as fitas a serem produzidas na Inglaterra, pela organização de J. Arthur Rank, serão tomadas, completamente, pelo novo sistema de VistaVision. Durante o ano passado, várias das fitas produzidas pela dita firma foram em VV. E os resultados foram tão favoráveis que Mr. Rank decidiu que em 1956 toda a sua produção seria vistavisionada. E para atender a essa determinação já a Paramount despachou para ele mais câmaras para pronta entrega e várias outras, do tipo móvel, que serão usadas também no continente, isto é, na filmagem de THE MOUNTAIN, na França, localizada nos Alpes e com Spencer Tracy como protagonista.

Nesta edição temos o prazer de incluir a prometida reportagem sobre a recente visita que o vice-presidente executivo J. E. Perkins fez à América Latina, em companhia do diretor-divisional A. L. Pratchett. As fotos foram recebidas à data de fecharmos a edição de Dezembro, mas não deixam de ter o seu valor apresentadas agora. O aspecto geral dessas vistas é naturalmente veranêsco, como é do clima dos países visitados, nos quais a cordialidade costumada se fez sentir. E Mr. Perkins, que visitou esse continente-sul pela primeira vez, trouxe a melhor das impressões.

Uma das tournées mais interessantes, feitas por personalidades da Paramount, foi a que, em torno do mundo, acaba de realizar Mr. Alfred Hitchcock, o famoso diretor que tanto conhece os nossos leitores. Em todos os países por onde passou, conheceu o ilustre viajante uma quantidade de paramounteses. No número passado já demos algumas fotos dessa tournée e juntamos outras nesta edição, com alguns comentários pessoais de Mr. Hitchcock referentes à fortaleza e coesão da organização Paramount no exterior.



LISBON - Pan American Airways carried in their window this very effective announcement for STRATEGIC AIR COMMAND, together with a large picture of star James Stewart. Office of Pan American is located in Restauradores, one of Lisbon's main squares.



We just had to find a spot for this very amusing candid camera shot of thrill-master Alfred Hitchcock with Mr. Metori, Paramount General Manager in Japan.

"THE COURT JESTER" PREMIERES AT THE NEW YORK PARAMOUNT, FEBRUARY 1st.



HOLLYWOOD - A recent, very welcome studio visitor was Jack Witikka, manager and stage director of the Finnish National Theatre in Helsinki. (Mr. Witikka was at one time a Paramounteer in Finland). He is shown here with Director Edward Dmytryk, learning at first hand some of the details of the Spencer Tracy starring film, *THE MOUNTAIN*, which was directed in the French Alps recently by Dymtryk.



HELSINKI - A gay Paramount group at the Adlon on the occasion of a visit to Finland by Assistant General Manager for Continental Manager Henri Michaud. From left: Head Booker Kurt Dahl, Mrs. Michaud, Consul General Arvo Himberg, Miss Helena Vinkka, Mr. Michaud and Manager Kurt Troupp.



Lennart Swan, visiting newspaperman from Copenhagen, Denmark, is shown one of the sets of *THE BIRDS AND THE BEES* by co-stars George Gobel and Mitzi Gaynor.

THE ROSE TATTOO, which may well be the most mentioned movie at the forthcoming Academy Awards ceremony in Hollywood, is now in its 7th week at the Astor Theatre, New York City.

TABLES TURNED

In his Hollywood office, where he will be both star and producer of *TO TAME A LAND*, Marlon Brando turns interviewer as he interviews Anita Thomasson, of Sweden's *Vecko-Journalen*.



DET ÄR VI ALLA VÄNTAT PÅ

Det behövs inga speciella artiklar eller meddelanden för att fastslå, att det kommande året har allt som kommer att göra det till det största i Paramounts historia. Nu är det ju emellertid så, att vad som gör ett år till det största, är produktionen - och det här året äro Paramountfilmerna av en kvalitet utan jämförelse med något annat år, hur långt ni än går tillbaka. Vi vilja bara framställa en fråga: kan ni erinra er något år, någon gång, när något bolag kunde på sin produktionslista uppvisa två sådana toppprodukter som *DE TIO BUDORDEN* och *KRIG OCH FRED*? Där är kort och gott det tillkännagivande, som talar om för er den enkla sanningen varför 1956 är det år, som vi alla väntat på.

De lovord vi förra månaden ägnade Hal Wallis *DEN TATUERADE ROSEN* fortsätter vi med denna månad, vi kommer att fortsätta nästa månad, i mars och i april - och i april komma vi att göra en kort förhandsorientering angående Oscars-utmärkelserna. Också i det sammanhanget äro vi övertygade om, att man kommer att nämna en strålande och eldig italiensk stjärna vid namn Anna Magnani.

Under tiden fortsätter *DEN TATUERADE ROSEN* att inhösta rekordkassor över hela Förenta Staterna, på småplatser likaväl som i de större städerna. Kombinationen Tennessee Williams manuskript, Anna Magnanis spel, Burt Lancaster, Marisa Pavan och Ben Cooper, Daniel Manns inspirerade regi och Hal Wallis eminenta ledarskap - allt detta har samverkat till att göra *DEN TATUERADE ROSEN* till en kassamagnet av internationell betydelse. Vi vet detta, speciellt som vi talat med flera biografägare både inom och utom Amerika som sett filmen, och de utländska korrespondenterna i New York och Hollywood äro, för att använda ett populärt uttryck, helt enkelt "alldeles tokiga" i den spännande filmen.

Ett viktigt tillkännagivande om Vista-Vision äro vi i tillfälle att publicera i detta nummer.

Det rör det faktum att varje film, som produceras i Europa detta år av J. Arthur Rank-organisationen, kommer att uteslutande filmas i Vista-Vision. Under 1955 gjordes ett

Denmark's Paramounteers Thrill to C.B. DeMille's "Ten Commandments" Talk.

The following special message from Copenhagen Manager S.A. Henriksen is typical of all of the overseas reactions to the special recorded message of Cecil B. DeMille made in Hollywood after he returned from Egypt:

"Dear Mr. Weltner:

I have just had the opportunity together with the English-speaking part of my staff, to listen to the talk Mr. DeMille gave at the end of 1954, before Paramount executives, sales and publicity personnel, and which was sent out on tape.

We have before had the pleasure of listening to Mr. DeMille, both on tape-recordings and in introductions to some of his pictures, and the experiences have always been very interesting and inspiring.

But this time it was the most interesting "lecture" we have ever listened to, so inspiring and exciting.

We are now sure that "THE TEN COMMANDMENTS" will be the greatest of all pictures ever made; and we are very proud that it comes from our studio, and from our Producer Mr. Cecil B. DeMille. We are certainly looking forward to receiving this Master-production.

(sgd.) S. A. Henriksen."

antal Rank-filmer i Vista-Vision och detta visade sig så lyckosamt att Mr. Rank påbjöd att samtliga filmer skulle göras i Vista-Vision. För den skull beordrade han ytterligare fem Vista-Vision-kameror för omgående leverans och därtill flera av den rörliga typ, som med så lyckat resultat använts av Paramount under filmningen av *THE MOUNTAIN* i Frankrike (på tal om *THE MOUNTAIN* förresten så är det en spännande alpfilm med Spencer Tracy).

Glädjande nog äro vi denna månad i tillfälle att presentera ett rikt varierande bildmaterial från den sydamerikanska rundresa som Executive Vice President J.E. Perkins nyligen företog i sällskap med Latin-Amerikas Division Manager A.L. Pratchett. Dessa bilder kom oss tillhanda för sent för att kunna publiceras i decembernumret, men det är intressant att kunna visa dem i ett vinternummer här, alldenstund de togs under en sommar, upplevd i den södra hemisfären. Vi äro glada kunna tillägga, att klimatets värme på intet sätt kunde mäta sig med värmen i det hjärtliga mottagande, som överallt kom Mr. Perkins till del.

En av de mest intressanta rundresor, som en filmman någonsin företagit, har nyligen avslutats av den framstående regissören Alfred Hitchcock, som besökt många länder under sin resa världen runt och träffat många paramountärer. Vi visade förra månaden glimtar från hans resa, och flera återfinnas i detta nummer jämte några personliga kommentarer av Mr. Hitchcock rörande styrkan och anseendet hos vår Paramount-organisation.

England's list of the 12 Best Pictures for 1955 carried Paramount's *WHITE CHRISTMAS* as #2 on the list.. The 12 Best for 1956 should have at least five -- maybe more.

PARAMOUNT CAMERA MIRRORS THE U.S. CINEMA SCENE



HOLLYWOOD

Cecil B. DeMille, most honored producer-director in Hollywood's history, is today the possessor of a new distinction in a field far removed from motion pictures -- the wings of a command pilot.

The 74-year-old DeMille, now in production with his greatest picture, *THE TEN COMMANDMENTS*, is shown above personally receiving the wings from Major-General Lucas V. Beau, National Commander of the Civil Air Patrol. At the same time, Major General Carl Spaatz, former Air Force Chief of Staff, presents DeMille with a plaque of honorary life membership in the C.A.P. DeMille knew General Spaatz as a young lieutenant during his own aviation days. The presentations were made at a gala dinner honoring DeMille for his "pioneer efforts in the field of aviation." Dinner was held at the Deauville Club in Santa Monica.



Paramount President Barney Balaban was also an honored guest at the Civil Air Patrol dinner honoring Cecil B. DeMille as a true pioneer in aviation. Seated between them is Major General Lucas V. Beau, National Command of the C.A.P. Floral piece at right is in the shape of DeMille's first biplane. Poster in background depicts the airport known 35 years ago as DeMille Field, located on what is now the Miracle Mile in Los Angeles. Movies of some of DeMille's flights on that occasion were shown at the dinner.

ANYTHING GOES

We received a host of pictures of preview attendees from all over the land. More next issue!



DALLAS - Danny Kaye, on his nationwide tour for his greatest comedy, *THE COURT JESTER*, decides to turn branch manager for a while and see what goes into an exhibition contract. Standing by, as experienced mentors, are Dallas Branch Manager Frank Rule, South Western Division Manager Tom Bridge, and Oklahoma City Branch Manager 'Buck' Weaver. From his look, Danny approves the terms, his gesture saying - "Everybody's a winner." Including the picture - say we!

DALLAS - On hand for the sneak preview of *THE COURT JESTER* at the Majestic Theatre, Danny Kaye was welcomed to the Lone Star State by General Manager Bob O'Donnell of the Interstate Circuit, and Mrs. O'Donnell. Naturally the Texans were wild about *THE COURT JESTER*. In the picture Danny does everything on a true Texan scale of accomplishment.



HOLLYWOOD - In a fine tribute to the Atlanta Journal and Constitution, Dean Martin and Jerry Lewis (in costumes for *PARDNERS*), call attention to The Empty Stocking Fund, a charity sponsored by Atlanta Newspapers and the Junior Chamber. This special edition was sold to swell the fund, and the Martin and Lewis endorsement proved to be a great asset to the holiday business for ARTISTS AND MODELS in Atlanta.



SEATTLE - At the pre-screening buffet reception for Danny Kaye prior to the showing of *THE COURT JESTER* at the Paramount Theatre here, Danny had as his dinner guest Lieut. Cynthia Dunne, U.S.N. daughter of Head Office executive Arthur J. Dunne. In centre, greeting the star, is Mr. M.M. Mesher, president of the Paramount Theatre in Portland, Ore.



PORTLAND - Happiness is evident on the features of these Oregon showmen after viewing the Paramount musical, *ANYTHING GOES*, at the Portland Paramount Theatre January 13th. L-R they are: T.M. McDougald, head buyer and booker for Adamson Circuit; J.A. Clark, Clark Buying & Booking Service; Albert Forman, of Forman Circuit; M.M. Mesher, operator of the Paramount Theatre.

PARAMOUNT SHOWMANSHIP IS A WORLD-WIDE FORCE FOR INDUSTRY'S GOOD

Every month the evidence supporting showmanship as a vital business-getter, grows stronger. Once again we present a couple of pages of some of the representative showmanship of the month. This is but a cross-section, but it should show that even though business might be good, alert showmanship can make it still better.



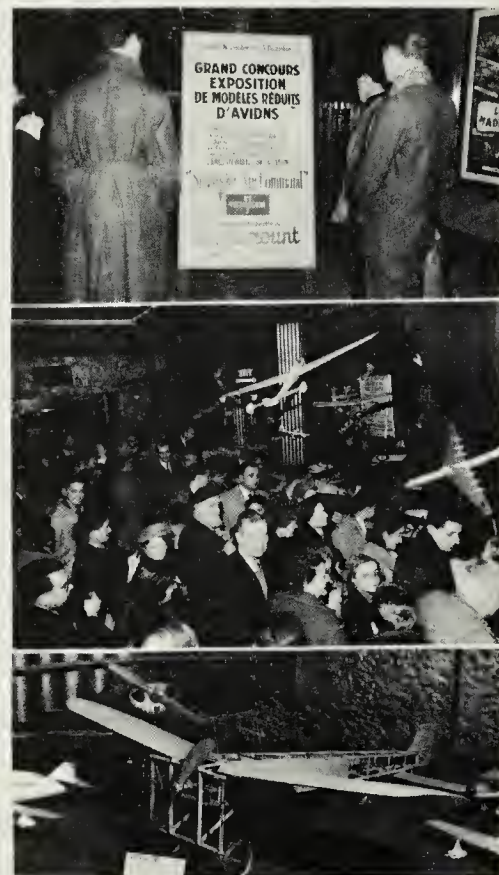
LISBON, PORTUGAL - In their showmanship campaign for WE'RE NO ANGELS, the management of the Cinema Sao Jorge accented the basket which is carried by Aldo Ray throughout the picture, and which carries a very effective weapon. Here is one manifestation of the basket atop a well-decorated car, which traversed the streets of Lisbon during the first week of the film's very successful run.



EUREKA, CALIFORNIA - This is how the curved approach to the lobby of George Mann's Eureka Theatre has been treated for poster use. To quote George: "The 24-sheet panels are solid and can give several years' use without warping. Of plywood and trim moulding, they may be converted to applique use simply by covering 24-sheets with cloth. They've given the Eureka front a new modern look....."



....And here's how a 24-sheeter fills the space. This, however, is a temporary display, made up entirely of old materials from basement storage pending the arrival of regular ARTISTS AND MODELS posters.



PARIS - Part of the showmanship campaign for STRATEGIC AIR COMMAND at the Paramount Theatre, Paris, which was so expertly master-minded by Rene Lebreton, Jack Plunkett and Odette Ferry, consisted of a model aeroplane contest staged in the main foyer of the theatre from November 28 to December 15. Upwards of 150 planes were entered, ranging all the way from the Bleriot model (lower scene) to accurate models of the B-47 and B-36 giants of the great aviation picture itself. The contest generated a wonderful amount of excitement among aviation enthusiasts, plus full-scale news interest in all sections of the Paris press.



SEATTLE, WASH. - In this Northwestern metropolis, one of Seattle's top models, Miss Ardith Elerick, visited the city's newspaper offices and radio stations with the hatbox advertising ARTISTS AND MODELS. On the picture's opening day she was featured on radio stations KJR, KING, KAYO and KOL. She is shown here with Announcer Bruce Vanderhoof of Station KING. Miss Elerick later repeated her fine Seattle work for the picture in Portland, Ore. Walter Hoffman was Paramount's exploitation rep. on these showmanship activities.



VIENNA, AUSTRIA - Here's a good idea of how effective a travelling advertising car can be. This one, traversing the main streets of Vienna in behalf of STRATEGIC AIR COMMAND, announces the picture via posters, and by the spoken word over the all-directional public address system.

Oreste the Magnificent

If you were so fortunate as to see our singing sensation, Oreste, on the Jack Benny Show on TV, January 19th, you know that we have in this young, handsome, compelling star of THE VAGABOND KING, a very valuable property indeed.

Oreste registered, especially with the ladies, with terrific impact. People of all ages loved him and his glorious, golden-throated voice. Let's esteem him highly!

FROM EVERY COUNTRY COMES SHOWMANSHIP IN GREAT VARIETY

THE HALLMARKED EDITOR

Sir Danny Kids Knighthood



NEW YORK CITY - This 2-page spread of scenes from **THE COURT JESTER** was in a recent issue of the New York Times Magazine, a section of the Sunday edition of this internationally renowned newspaper. Such valuable space allotted to a motion picture is a tremendous tribute to the entertainment value of the Danny Kaye comedy, and at the same time a tribute to the enterprise of Paramount's publicity department.



HAVANA - A smart piece of showmanship in connection with the release of **TO CATCH A THIEF** in the Payret and Trianon Theatres was the type of showman shown above, which was placed in the lobby of each theatre. The arrangement was a tie-up with "La Sortija," one Havana's better department stores. Store donated more than 100 pieces of first-class costume jewelry, the pieces being split between the two theatres. Cases were locked and the keys placed with several hundred dummy keys. Each patron was allowed to select a key and try the lock. Each successful patron was allowed his or her choice of a piece of the jewelry.

In every way a natural for the picture and its theme. The showmanship got city-wide attention, and ace business resulted.

(Shown in the picture above are Nibaldo Tró, Mercedes Rodríguez, Camilo García and Luis Domínguez, Paramount publicity representative).



BARI, ITALY - Paramount Branch Manager Lino Di Canio is proud of the vast amount of show window space his office has available, and is prouder still of the great displays his publicity staff presents in this space. Here's the display for **THE BRIDGES AT TOKO-RI**, and there was another of equal effectiveness for **CONQUEST OF SPACE**.

BELOW

MILAN, ITALY - The main railroad station in this major Italian city is most amenable to motion picture advertising if it is done with taste and attractiveness. Here's one such display for **THE BRIDGES AT TOKO-RI**. A special mention on the display puts this 1955 film in the same dramatic category as "For Whom the Bell Tolls."



SINGAPORE - Here in the lavish Odeon Theatre's spectacular Hollywood Room is a concentration of showmanship for **TO CATCH A THIEF** which was to have been an attraction for Alfred Hitchcock on his recently scheduled visit to this Crossroads-of-the-Orient city. It was a part of top Exhibitor Loke Wan Tho's great welcome to Filmdom's ace creator of suspense. And, as the world now knows, "Hitch" created fabulous suspense by not showing up - having been grounded in Bangkok.... But the party went on just the same at the Odeon and the picture did tremendous business - so the showmanship paid off just the same as if Mr. H. had been there.



TOKYO, JAPAN - Here are Japan's **SEVEN LITTLE FOYS**, brought to light through a showmanship tie-up between Sangyo Keizai Newspaper and Paramount. There is here the same distribution of boys and girls in the chosen group - three boys, two girls, two boys - as in the actual Foy family, and the Bob Hope picture itself, and the age range in the Japanese group is from 5 years to 17 years. Even more important, these are all actual brothers and sisters, members of a seven-children Japanese family. Naturally the campaign secured wonderful publicity, all of great help to the picture. **AT TOP** - Parents and their children waiting outside the Tokyo Gekijo to be admitted to the contest. (Looks to us as though this is some of Paramount Publicist Ise's work).



HOLLYWOOD - Here His Excellency the Ambassador is seen with Studio Head Y. Frank Freeman and Cecil B. DeMille.



Jack L. Warner, head of Warner Brothers Studio, makes a point to the Italian Ambassador with which Mr. Freeman seems to agree.



George Sanders, a featured member of the cast of Bob Hope's *THAT CERTAIN FEELING*, recalls to the Ambassador some of his own experiences of picture-making in Italy.



Bob Hope himself also had some interesting news to pass on to the Ambassador, with Executive Producer Don Hartman, left, and Italian Consul Dr. Massimo Casilli d'Aragona listening in.

We have received a further consignment of showmanship books from Italy, and particularly a campaign book on *THE BRIDGES AT TOKO-RI*. We will publish a selection of this wonderful material, and only wish we had space for all of it. Congratulations to all concerned on much really outstanding work.



ITALIAN AMBASSADOR TO THE U.S. VISITS PARAMOUNT STUDIO

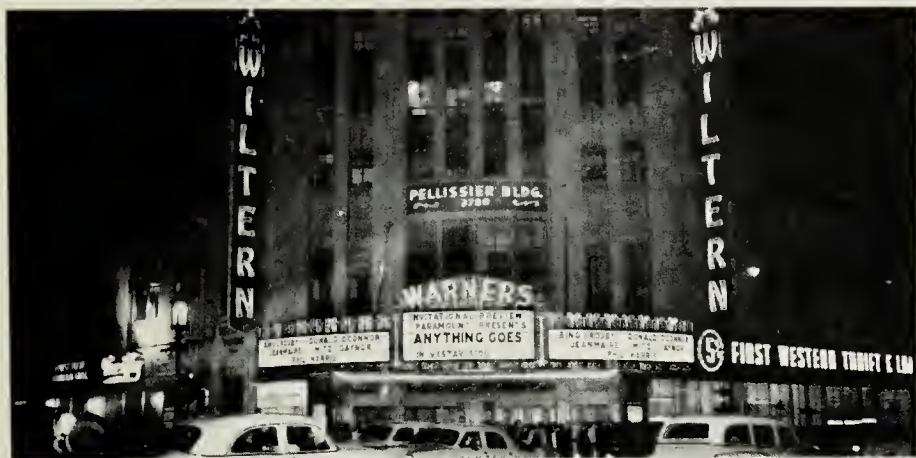
His Excellency the Italian Ambassador to the United States, Manlio Brasio, was a recent visitor to Paramount's Studio. He is shown at left with, L-R, Luigi Luraschi, Head of Censorship; Y. Frank Freeman, in Charge of the Studio; and, at right, Dr. Massimo Casilli, Italian Consul in Los Angeles. At right the two visitors and Mr. Freeman are joined by Executive Producer Don Hartman and, at right, Vittorio Sanguinetti, Italian Trade Commissioner in Los Angeles.

L'ANNO CHE TUTTI ASPETTAVAMO

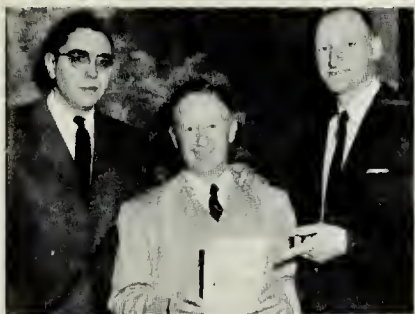
Non occorre scrivere lunghi articoli di fondo né comporre annunci speciali per dirvi che il 1956 sarà l'anno più grande che sia mai esistito per la Paramount. Infatti ciò che può rendere più o meno grande un determinato anno per una Casa cinematografica è alla fin dei conti nient'altro che il suo prodotto, e quello nostro di quest'anno è appunto di qualità tale come non ricordiamo averne mai avuto per quanto indietro si vada con la memoria. Del resto, senza che ci si stia a dilungarci in dettagli, permettete ci solo di chiedervi se vi consta che qualsiasi Casa, in qualsiasi anno, in qualunque epoca, abbia mai avuto tra la lista dei suoi nuovi film due colossi tipo *I DIECI COMANDAMENTI* e *GUERRA E PACE* contemporaneamente. Ecco la pura verità ed è per questa ragione che sosteniamo che il 1956 sarà proprio l'anno che tutti aspettiamo. . . Il nostro clamoroso applauso inizia to il mese scorso per *THE ROSE TATTOO* continua questo mese e si prolungherà in quello prossimo a poi ancora in Marzo nonché Aprile quando potremo finalmente darvi i risultati dei famosi Premi dall'Accademia di cui sin da ora non si riesca a far menzione senza dire una parola di lode per quella superba e portentosa attrice italiana che si chiama Anna Magnani. . . Intanto *THE ROSE TATTOO* continua a fare incassi favolosi in tutti gli Stati Uniti, cioè non solo nella grandi città ma anche nei piccoli centri. La splendida combinazione di un soggetto di Tennessee Williams, dall'interpretazione di Anna Magnani, Burt Lancaster, Marisa Pavan e Ban Cooper, uniti alla felice direzione di Daniel Mann a mano maestra del prodotto

re Wallis hanno contribuito a fare di questo film un successo di cassetta di calibro assolutamente internazionale. Affermiamo ciò anche perché abbiamo avuto occasione di parlare in merito con diversi esercenti esteri che hanno veduto la pellicola, e perché i corrispondenti dalla stampa internazionale a New York e Hollywood sono tutti uno più entusiasta dell'altro di questo splendido lavoro. . . In questo numero troverete uno dei più importanti annunci che abbiamo mai riportato in materia di VistaVision. Esso consiste nel fatto che ogni singolo film da prodursi in Inghilterra quest'anno dalla organizzazione J. Arthur Rank sarà completamente girato col procedimento VistaVision. Nel 1955 molti dei film Rank erano stati prodotti con questo sistema ma siccome il risultato fu ottimo Mr. Rank ha ora dato ordine che tutti i loro film del 1956 siano in VistaVision. A questo fine egli ha ordinato cinque altre macchine da presa VistaVision per immediata consegna, più di diverse altre di tipo trasportabile come quelle che la Paramount ha usato con tanto successo ultimamente nella ripresa del film *THE MOUNTAIN* in Francia. Come sapete, *THE MOUNTAIN* è una forte pellicola di sfondo alpino interpretata da Spencer Tracy. . . Questa volta siamo lieti di poter illustrare ai nostri paramountisti diverse fasi del recente viaggio d'ispezione e studio che Mr. J. E. Perkins, nostro presidente delegato all'amministrazione, ha ultimamente effettuato attraverso l'America Latina in compagnia del direttore divisionale A. L. Pritchett. Abbiamo ricevuto queste fotografie troppo tardi per il numero di dicembre, ma è ancora più interessante poterle includere in questo numero di pieno inverno in contrasto al periodo estivo in cui sono state prese in Sud America. A tale proposito aggiungeremo anche che il caldo di stagione che Mr. Perkins ha trovato nei diversi paesi dell'America Latina è stato niente a confronto dalla calde, cordiali accoglienze che egli ha ricevuto dovunque. . . Uno dei viaggi più interessanti compiuti da una personalità dallo schermo è stato certo quello testé terminato dall'illustre regista Alfred Hitchcock. Durante il suo giro in diverse parti del mondo egli ha avuto agio di conoscere molti dei nostri paramountisti da cui è stato ricevuto con grande cordialità. Di questo viaggio abbiamo già pubblicato parecchie fotos nello scorso numero e molte altre ne appaiono in questo bollettino di oggi insieme a qualche commento personale dello stesso Hitchcock sulla forza e caratteri dell'organizzazione Paramount.

MORE CAMERA GLIMPSES OF THE U.S. SCENE



Warners Wiltern, in Hollywood, night of ANYTHING GOES Preview



CLEVELAND - In the Loew Stillman lobby following the ANYTHING GOES preview. L-R: Lewis Horowitz, Washington Circuit; Joe Lissauer, Scribball Bros. Circuit; and James Shulman, independent theatre owner.



Ted O'Shea with a trio of co-workers who had done much to lighten his Paramount tasks over the years: Martin Friedman, at left; Arthur J. Dunne and Ben Shectman.



Sidney G. Deneau, left, and Charles Boasberg coax a real "Oklahoma" smile onto the O'Shea visage.



More of Ted O'Shea's fellow-workers join the going-away party. L-R: Eli Leavitt, Jerry Limata, Irene Sullivan, Samuel Sigman, "Ted", Sara Lyons, Arthur Dunne, Ben Shectman, Martin Friedman, Joseph Bisdale.

THE TEN BEST FILMS ACCORDING TO THE ST. LOUIS POST-DISPATCH

Our thanks to Exploitation Rep. Jim Castle for sending us this eminent newspaper's list of the Top Ten Pictures of 1955.

Numbers 1, 2, 4 and 8 are Paramount. They are: THE COUNTRY GIRL, THE DESPERATE HOURS, REAR WINDOW and THE BRIDGES AT TOKO-RI.

The reviewer's choices for best actor, actress and director went to Bing Crosby for THE COUNTRY GIRL, Grace Kelly for the same picture, and he tied William Wyler for DESPERATE HOURS and George Seaton for COUNTRY GIRL in the director class.

He also nominated STRATEGIC AIR COMMAND for photography, and TO CATCH A THIEF for scenic beauty.



Robert J. Rubin, left, and Sid Blumenstock and Herb Steinberg, right, all seem loath to let Ted O'Shea get away from the Paramount fold.



"SO LONG, AND GOOD LUCK" TO 'TED' O'SHEA

On January 12th, in the Head Office diningroom, his associates of quite a few years farewelled 'Ted' O'Shea as he left the Paramount ranks for those of Magna -- and the world distribution of "Oklahoma". The sign itself, displayed above, tells the whole story. It is held by George Weltner and Sidney G. Deneau, Mr. O'Shea's former assistant, who succeeds him as a Division Manager. In a switch, however, Mr. Deneau takes over the Western Division, while Mr. Owen, left, takes over the East.



PREVIEW OF "ANYTHING GOES" IN NEW HAVEN

As part of the national pattern, Paramount's ace and timely musical, ANYTHING GOES, was previewed at the Paramount Theatre, New Haven, on Friday, January 13th. Shown in the group above, together with some personal reactions, are, L-R: Lou Schaefer, Meriden, Conn., exhibitor; Paul Tolis, Newington ("ANYTHING GOES Grosses should top WHITE CHRISTMAS"); Peter Perokas, New Britain; Lou Ginsburg, Amalgamated Theatre Circuit, Conn. ("Terrific mass appeal"); Leonard Sampson, Associate Director of circuits in several cities in Conn. ("Looks like Paramount has done it again"); John Perokas, New Britain; James Darby, Managing Director, Paramount Theatre, New Haven; Paramount Branch manager Henry Germaine.



WASHINGTON PREVIEW - ANYTHING GOES was seen and enjoyed by the following four exhibitors shown L-R above with Branch Manager Herbert Gillis, at right; George Crouch, Zone Manager, Stanley-Warner Theatres, Wash.; Orville Crouch, Washington District Manager, Loew's Inc.; Jack Fruchtman, New and Century Theatres, Baltimore; Gus Lynch, Schine Circuit, Washington.

CINCINNATI PREVIEW - Obviously pleased by the preview showing of ANYTHING GOES are, L-R: Lou Weihe, Valley Theatre; Joe Alexander, Gen. Mgr. Cincinnati RKO Theatres; William Onie, Mariemont Theatre; William Meier, Cincinnati Paramount Branch Manager; Bill Borack, Tri State Theatres; Stuart Jacobson, Cincinnati Para. Sales Manager.

"THE SCARLET HOUR" CAN GIVE US NOT MERELY ONE STAR, BUT POSSIBLY THREE

MORE SIDELIGHTS ON THE BRITISH BRANCH TOUR....



BELFAST, NORTHERN IRELAND - Mr. Hutchinson, at left, with Mr. George Lodge, Mrs. Hutchinson, and the Lord Mayor of Belfast, Alderman Harcourt.



SALUTE TO THE



CARDIFF, WALES - Mr. and Mrs. Russell Hadley, Mr. and Mrs. Fred Hutchinson and Mr. Maurice Prince of the Regal Theatre, Barnstaple. AT TOP: Mr. Bell of Glynneath, Mr. Harry Jones of Newbridge, Paramount Branch Manager G. Hawksbee, Mr. W. Saunders, Representative to Cardiff Branch, Mrs. Harry Jones of Newbridge, Mr. Newell of the Workmen's Hall, Ferndale, Mr. J. Collier, Representative for Cardiff Branch.



NEWCASTLE ON TYNE - The Lord and Lady Mayoress of Newcastle on Tyne, in centre, extend the welcome of the city to Mr. and Mrs. Fred Hutchinson.

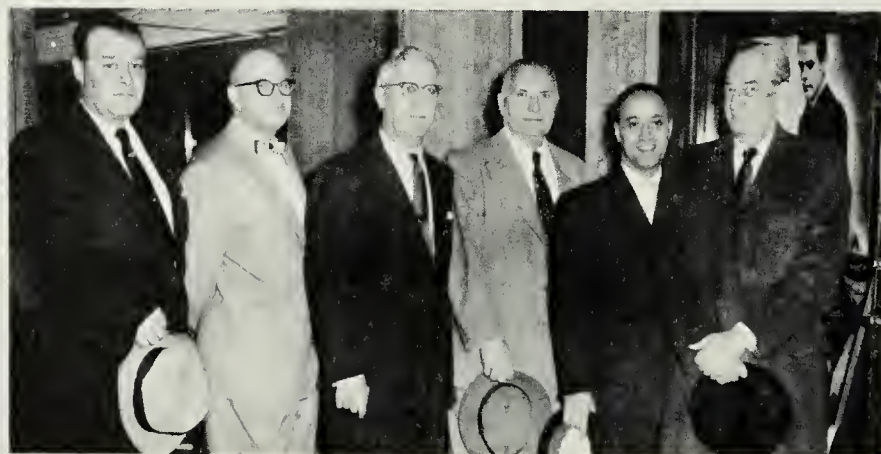
THE SCARLET HOUR, planned and created as a star-making production, already is returning a mighty handsome dividend. It not only has presented Carol Ohmart as a new Paramount star, but very definitely in rendering a like service for two other top members of its cast — Jody Lawrence and Tom Tryon.

Proof of this is the assignment of Jody to the female lead of THE LEATHER SAINT, a role so vibrant and so real that if Miss Lawrence brings the scripted part to life, the critics will be talking of her in terms of awards and all that that means.

So in many ways THE SCARLET HOUR is a film of paramount importance to our company, not the least of which is the fact that the Paramounteer who most effectively launches Carol Ohmart may well be on hand in Hollywood to see one of its players receive the 1956 Academy Award.

But only if he, or she, already has his or her Carol Ohmart showmanship campaign already under way.

Exhibitors Chant..... "We love ANYTHING GOES"



CHICAGO - At State-Lake, L-R: Ralph Taplinger, La Salle, Ill.; Russell Hurt, La Salle; Branch Manager J.H. Stevens; Alex Manta, Manta-Rose Circuit; Art Gould, Gould Associates; N.S. Barger, State Theatre, Roseland, Chicago.

DETROIT - At Michigan Theatre, L-R: Henry Capogna, Butterfield Theatres publicity; Alden Smith, Cooperative Theatres' Director; Harold Brown, President, United Detroit Theatres; Branch Manager Thomas Duane; Carl Buermele, General Theatres, William Clark, Clark Theatres



CAROL OHMART - COVER GIRL

Star of THE SCARLET HOUR was chosen for the Christmas cover of The Bakers' and Confectioners' Journal — as sweet a treat as anyone could find on Christmas morn.

In a Christmas message to a friend, Carol Ohmart said:
"Paramount is a terrific studio — such nice people. I like them over and above the fact that they've put so much faith and money in me."

MOUNT

SINAI

.....The
Mountain
from
whence
were
delivered

'The

Ten Commandments'

Cecil B. DeMille's
Tribute to
LIFE Magazine.....

On December 26th, Life Magazine published a special Christianity issue. This issue, one of the most beautiful and moving in history, had a special printing of 5,900,000 copies. It was completely sold out in a matter of days, proving the importance of its subject. Among the many fine tributes to the issue published by Life was this one from Cecil B. DeMille:

"It will take me several days to read the superb special issue of LIFE dealing with Christianity, but that is one of its special merits, for it is not only a magnificent visual display of living Christianity, but seems also to embrace an unusually thoughtful account of many facets of the Christian religion. Congratulations to LIFE on a very worthwhile contribution to the history of mid-twentieth century Christianity." -Cecil B. DeMille

Here, at right, is proof once more of the mightiness of this greatest of all motion pictures. Size of the towering Gates of the City of Per-Rameses can be gauged from the ant-like men in in the cleft above the gate itself... In this scene, Mr. DeMille studies the light power of the Egyptian sun.... In the other scene, against one of a host of Sphinxes, he holds the VistaVision viewer against which every scene in the film was evaluated photographically.



This towering mass of stark red granite is not in Hollywood, not in California nor Arizona. This is the actual mountain of Man's greatest destiny. This is Sinai - the heart of the desolate yet boundlessly venerated Sinai Peninsula -- the real, the true mount whose slopes were ascended by Moses, and from whence he received, from the Hands of God, the sacred tablets bearing the Ten Laws which Man has found himself powerless to supersede, supplant or better - THE TEN COMMANDMENTS.

Here, then, is Mount Sinai, one of the symbols of Cecil B. DeMille's production which no man, woman or child will be able to look at in the film without an inward thrill, a quickening of the emotions, a feeling of reverence.

And the picture will not merely show you Mount Sinai, it will carry you to the summit of a true Peak of Destiny.



ORESTE The King of Song...

HET JAAR WAAROP WIJ ALLEN GEWACHT HEBBEN

Ook zonder alle mogelijke artikelen of berichten weten wij, dat 1956 alles bevat om het grootste jaar te worden, dat Paramount ooit heeft gekend. Het voornaamste echter om een filmjaar het grootste te maken is 't product en dit jaar heeft Paramount een product van een dusdanige kwaliteit dat met geen enkel ander te vergelijken is, hoever U ook in Uw herinnering terug zult gaan. Wij zullen echter niet verder in details treden. Wij willen alleen maar deze ene vraag stellen: kunt U enig jaar noemen waarin welke maatschappij dan ook zulke geweldige producties op zijn programma heeft staan als "DE TIEN GEBODEN" en "OORLOG EN VREDE"? En het eenvoudige antwoord op deze vraag vertelt U waarom 1956 het jaar is, waarop wij allen gewacht hebben. De uitbarsting van applaus waarmee wij vorige maand begonnen voor Hal Wallis' THE ROSE TATTOO, zetten wij deze maand voort en het zal ook volgende maand voortgezet worden en weer in Maarten verder in April en in April zullen wij U wederom het nieuws uit de eerste hand geven over de Academy Awards en zelfs op dit ogenblik weten wij reeds, dat geen enkel verslag over die ceremonie compleet kan zijn zonder een eervolle vermelding voor een schitterende vurige Italiaanse actrice, genaamd Anna Magnani.

Ondertussen blijft het fantastische succes van THE ROSE TATTOO overal in de V.S. voortduren, zowel in de kleine plaatsen als in de grote steden. De combinatie van een Tennessee Williams scenario; het spel van Anna Magnani, Burt Lancaster, Marisa Pavan en Ben Cooper; de geïnspireerde regie van Daniel Mann en de showmanship supervisie van Hal Wallis, al deze dingen tezamen hebben de film gemaakt tot 'n kassa-magneet van waarlijk internationaal kaliber. Wij weten dit in het bijzonder omdat wij gesproken hebben met vele overzese exploitanten, die de film gezien hebben: en de buiten-

TO-DAY'S CINEMA—(LONDON)
THURSDAY, DECEMBER 15, 1955

Back again

FRED HUTCHINSON, managing director of Paramount, and his aide, Russell Hadley, have finally completed their obviously successful tour with the showings of the Royal film, "To Catch a Thief." They were in Belfast for the show on Friday, and on Monday in Dublin. While they were there they attended the local Variety ball held under the auspices of the young but virile Irish tent. Now, I gather from Hutchinson, he is back to catch up on the backlog of work and correspondence that has accumulated in his absence.

AND in the meantime he can chalk up two distinctions for VistaVision. It was the system used for two Royal shows with its presentation to Her Majesty this week of "Richard III."

landse correspondenten in New York zijn, om een populaire uitdrukking te gebruiken, helemaal "wild" over deze enorme film.

In dit nummer verschijnt een van de belangrijkste VistaVision aankondigingen, die wij ooit gepubliceerd hebben.

Het betreft het feit, dat elke film, die dit jaar in Engeland door de J. Arthur Rank organisatie geproduceerd zal worden, geheel volgens het VistaVision systeem zal worden opgenomen. Gedurende 1955 werden reeds een aantal Rank film in VistaVision vervaardigd, en dit bleek zo'n succes te zijn, dat Mr. Rank besloot alle 1956 films in VistaVision te produceren. Te dien einde bestelde hij nog vijf VistaVision camera's voor onmiddellijke levering, plus enige van het mobile type, die met groot succes door Paramount werden gebruikt bij de opnamen van THE MOUNTAIN in Frankrijk. (Tussen haakjes, THE MOUNTAIN is een geweldige film met Spencer Tracy in de hoofdrol, welke geheel in de Alpen speelt.

Het doet ons genoeg U deze maand vele aspecten te kunnen geven over de recente reis van Executive Vice President J.E. Perkins door Zuid-America, in gezelschap van de latijns Amerikaanse Division Manager A.L. Pratchett. De foto's hierover ontvingen wij te laat voor het December nummer, doch het is interessant ze hier in deze winter uitgave af te drukken, daar ze gemaakt werden in een tijd dat het op het Zuidelijk halfrond zomer is.

Wij zijn blij hieraan te kunnen toevoegen, dat de warmte van het weer niets was vergeleken bij de warmte van de hartelijkheid, waarmee Mr. Perkins overal werd ontvangen.

Een van de meest interessante reizen gemaakt door een film-beroemdheid was die van de eminente regisseur Alfred Hitchcock, die vele landen bezocht tijdens zijn wereldreis en die vele Paramounteers ontmoette. Wij publiceerden vorige maand reeds enige foto's en U vindt er in dit nummer nog een groter aantal, vergezeld van enige persoonlijke woorden van Mr. Hitchcock over de kracht en het karakter van onze Paramount organisatie.



France's lovely Renee Jeanmaire clicks in very lovely fashion in ANYTHING GOES.....with Beeng Crosbee, Mitzie Gaynore et Donald O'Connaire.....

ORESTE, "THE VAGABOND KING"



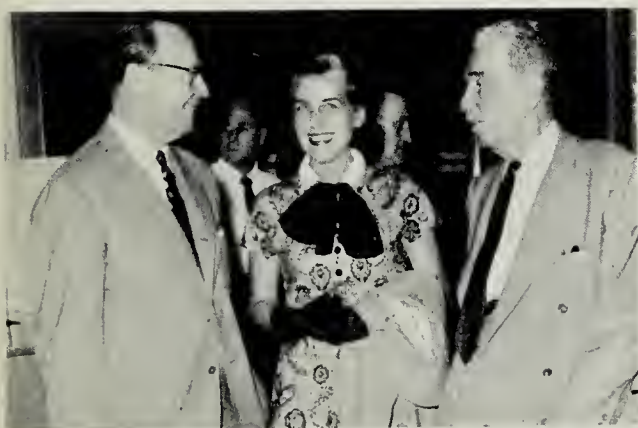
PARAMOUNT PERSONAL ITEMS FROM ALL AROUND THE WORLD



The lively, alert young man here depicted is Henri Alexander Goldenthal, of Beirut, Lebanon. He is the son of Paramount's Manager in Lebanon, Willy Goldenthal, and he is smart enough to reach for

his toy dog instead of the telephone, knowing that dogs mean far less trouble than phones. We certainly compliment Mr. and Mrs. Goldenthal on a very fine son.

After he cast his son Kelly in *THAT CERTAIN FEELING*, Bob Hope found that there would be no further harmony in the family unless the other 3 children were given roles too. So here is Bob coaching Nora, 9, in some of her lines. The other two children are Linda, 16, and Tony, fifteen.



At Buenos Aires Airport, Executive Vice President J.E. Perkins, left, and Latin American Division Manager A. L. Pratchett received a radiant welcoming smile from Mrs. Robert L. Graham, wife of Paramount's Managing Director for Argentina. In rear centre is profile of District Manager S. E. Pierpoint.

PARAMOUNT PARADE



Paramount Parade is our lively and informative Hollywood Studio counterpart. This September cover honors Anne Bauchens - at once a tribute to Anne and to the editor's judgment in honoring so fine and stalwart a Paramounteer. Turning the cover of Parade we find a thoroughly diverting article by Ann Del Valle (in conversation with Charles 'Chuck' West) entitled "Cutting 'The Ten Commandments' with Anne Bauchens." The opening paragraph of this article will tell you quite a bit about Anne. It reads:

"The Ten Commandments," a film of such dimensions in theme, in costliness, and in size as to challenge the imagination, has now reached the editing phase. And Cecil B. DeMille and Anne Bauchens, the only person DeMille has ever permitted to cut one of his films, have their noses to the movieola.

The sprightly article has much more about Anne - her character, her matchless film-cutting talents and her even temperament -- and it further details how she began with the DeMille family by being hired by Mrs. Beatrice DeMille, mother of William and Cecil, as William DeMille's secretary. When William was a director, she sometimes helped him in the cutting room.

For Cecil, she became his first field secretary and believes that she, working for him, was Hollywood's first script supervisor. Once she had the temerity to say to him, "Some day I'm going to cut your pictures."

"No one," replied C.B. DeMille with considerable emphasis, "will ever cut a picture of mine except me." Time testifies as to which of the pair won the argument - Anne Bauchens has been with DeMille for nearly 39 years and has been editor of 66 of his 70 films.

Like Chuck West says, "One of them brought the other one around to her way of thinking." And Annie, always loved, sometimes pampered, and universally respected, reigns as queen of the DeMille cutting department from whence will emerge next year the greatest motion picture in all film history - *THE TEN COMMANDMENTS*.

ORESTE, AND HIS GOLDEN VOICE, REPRESENT ONE OF THE GREATEST HAPPENINGS FOR OUR GOOD IN THE WHOLE HISTORY OF PARAMOUNT.



MISTRESS OF CALORIES...



That's what the Hollywood Citizen-News called Pauline Kessinger in a recent laudatory article. And Pauline, as anyone who has lunched or dined in the Paramount Studio knows, is the practical and gracious manager of the Commissary. We also quote from our thoroughly readable contemporary, *Paramount Parade*, in stating that Pauline, "as diet queen, wisely and regally sees that each individual among the stars gets food of his or her choice and prepared exactly as desired. Executives and producers too find favor and flavor lunching at the Cafe Continental."

We are happy to extend our warmest congratulations to Mr. and Mrs. H. Donald Hunter on the birth of their son last month. The young man was announced merely as 'Speedy' on the Hunter Christmas cards mailed from Trinidad, where the new arrival's father is Paramount Manager.

We announce
EDGAR with deep sorrow
SKEERIT the passing, on
December 8th, of
Edgar Skeerit, 61,
of heart failure. Mr. Skeerit was assistant head porter at Home Office and had been a member of the maintenance department for 29 years. He was a member of Paramount's 25-Year Club and was greatly esteemed by everyone in Home Office. He is survived by his wife, Millicent Skeerit, and daughter Eileen, of New York City.

NEW-STARS CAMPAIGN BEING FORCEFULLY IMPLEMENTED IN BRITAIN....PUNCHY ADS GET WIDESPREAD INDUSTRY NOTICE

When Paramount's advertising and publicity group in London, under the leadership of Tony Reddin, take hold of an idea, it is certainly done full justice to. So when the company said: "Our studio has some new stars in the making, but they have to be sold to the world!" Tony and his gang went right to work. On this page are some of the advertisements which helped sell the new players to the industry (with Oreste, at right, enjoying one of the ads), and also pictured is the ad which collectively displayed the individual advertisements selling Oreste, Shirley MacLaine, Tom Tryon, Carol Ohmart and George Gobel.



This is ORESTE...

"...I can honestly say that not since GIGLI'S appearances in 1938 and '39 have I heard the last act music so beautifully sung... one of the best Cavaradossis heard since before the war"

'TOSCA' review from the magazine 'Opera'

The above words were used to describe this world-famous tenor of Sadler's Wells and Covent Garden, taken to Hollywood by Paramount so that

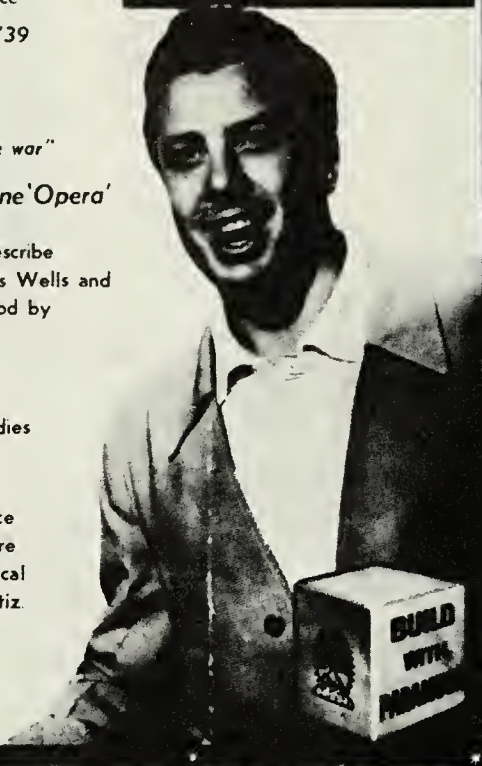
NOW ON THE SCREEN

you can hear him sing the lilting, haunting, immortal, romantic melodies of Rudolf Friml.

His impressive screen magnetism, singing voice and great performance will thrill film audiences everywhere in "The Vagabond King," the musical spectacle directed by Michael Curtiz.

Listen for ORESTE...
a name to remember

TALKING ABOUT
PARAMOUNT'S
NEW STAR POWER



Advertisements like this one above of Oreste — colorful announcements about new, upcoming Paramount personalities --- are duplicatable anywhere around the world.

There's no copyright on these London ads. You can use them -- exhibitors can use them. Critics can use 'em.

And, bless their hearts! -- our competitors can use them if they have a mind to.

All that we ask is that each and every one of us get behind these new stars our studio is doing so much to develop, and do our level best to make them known to the entire world.

This is GEORGE GOBEL...

THE MOST EXCITING new star of show business who has convulsed people in leading night clubs and as the TOP TELEVISION PERSONALITY of the year is rocking America with LAUGHTER. Paramount persuaded him to make a film called

"THE BIRDS AND THE BEES" in which his original and entirely refreshing style is DEVASTATINGLY FUNNY

To quote Peter Day in 'Picturegoer':
"Get ready for a new kind of laughter. Britain's greatest will make a national habit of this Gobel."

Definitely
a name to remember
...GEORGE GOBEL
...for LAUGHTER



TALKING ABOUT
PARAMOUNT'S
NEW STAR POWER

This is CAROL OHMART...

Past experience has demonstrated that the public, while it enjoys seeing established favourites has an avid interest in new personalities. Here, then, is an electrifying star Carol Ohmart, a warm, highly individual, talented brunette, an outstanding example of Paramount's policy of presenting new personalities. Her tremendous acting ability will thrill audiences when she is seen as the feminine lead in Michael Curtiz' "THE SCARLET HOUR"

A name to remember...
CAROL OHMART

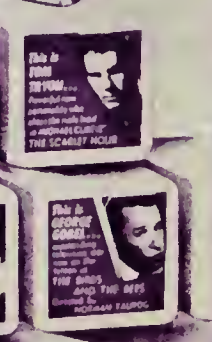


TALKING ABOUT
PARAMOUNT'S
NEW STAR POWER

THE PUBLIC will always be attracted by established stars, yet experience proves they are always interested in new personalities. Therefore the finding and building-up of talented and appealing NEW STARS is vital to our industry. Paramount have accepted the challenge and will build for the future by making available virile new talent. IMPRESSIVE examples of this star-building policy are shown here, each outstanding in personality and acting ability, and together with the established great names, they will undoubtedly raise the

BOX-OFFICE to new heights. Paramount again say

REMEMBER these names... they will win new fans EVERYWHERE



"TO CATCH A THIEF" RAPIDLY BECOMING ONE OF PARAMOUNT'S GLOBAL 'GREATS'

Already TO CATCH A THIEF has toppled many of the records established by ROMAN HOLIDAY, which in turn had come to be just about the third ranking picture in Paramount's international distribution during recent years. Toppers of ROMAN HOLIDAY had been THE GREATEST SHOW ON EARTH and SAMSON AND DELILAH.

Indications are very strong (as evidence below suggests), that the new third place winner will be TO CATCH A THIEF. Here's the evidence:

First this from
John B. Nathan in Paris....

"CATCH A THIEF" FIRST FOUR DAYS
IN SIX (6) PARIS THEATRES SIXTEEN
MILLIONS, WHICH IS TERRIFIC. FIRST
DAY ITALY KEY CITIES SIMILARLY
TREMENDOUS AND FAR AHEAD OF "ORO
NAPOLI," LAST YEAR'S CHRISTMAS RE-
LEASE. IN SEVERAL CITIES MORE THAN
DOUBLE "ORO" WHICH LATTER VERY BIG

*
*
*

But that was only Mr.
Nathan's first chap-
ter....this followed:

"THIEF" PARIS CONTINUES PHENOMENAL
BUSINESS. FAR AHEAD COMPETING PIC-
TURES. FIRST 6 DAYS FAR OUTGROSS-
ING "ROMAN HOLIDAY," "WHITE CHRIS-
TMAS," AND "SABRINA." RECORD BREA-
KING BUSINESS CONTINUES ITALY ALSO
WHERE ALL KEY CITIES OUTGROSSING
COMPETITION AND "ORO NAPOLI" AND
ROMAN HOLIDAY, BOTH CHRISTMAS PIC-
TURES.

Australian Scoop.....

When the announcement of Grace Kelly's engagement to the Prince of Monaco hit the Australian press, there was a prompt Paramount link to THE COUNTRY GIRL and REAR WINDOW. (TO CATCH A THIEF has not yet been released). Result: Both pictures at once broke all existing records at all theatres where they were playing. The exciting news reached Managing Director C.V. Hake while he was still in New York, and he promptly passed it along.

BEIRUT, LEBANON

Honored film chosen to be the premiere attraction opening the magnificent Radio City Cinema here was TO CATCH A THIEF. The great event took place December 17th in the presence of a distinguished capacity crowd. The glittering souvenir programme had 5,000 copies circulated; they are now collector's items, as well as advertisements for one of the top entertainment attractions — TO CATCH A THIEF.



Mexico, too... From Mexico City comes word from Latin American Division Manager A.L. Pratchett that TO CATCH A THIEF, in its first week at the Chapultepec Theatre, did a gross business 43% above average. The picture opened 3 days before Christmas.

Mr. Pratchett also advised that there was considerable applause for the VistaVision photography which is one of the Alfred Hitchcock film's major attributes.

TO CATCH A THIEF is the kind of a picture for which the motion picture was invented. It is good fun, it is glamorous, and its star-content leaves not a single dissatisfied film



fan. And it lends itself to such wonderful advertising, as this superb lobby display in the Mexico Theatre, Mexico City indicates.....This photograph was accompanied by a terrific publicity campaign, which to our way of thinking left not a single person in Mexico City unaware of the Hitchcock picture's

presence in that fair city.....And of course as Director Alfred Hitchcock went around the world (he is shown surrounded by Japanese film critics in Tokyo, at right), TO CATCH A THIEF was given plenty of effective mentions by him and by the various Paramounteers who hosted him at the plane's stop-off points.





FAMED GERMAN ACTOR

Leon Askin, left, famed German actor who had a prominent role with Danny Kaye in KNOCK ON WOOD, returned to Hamburg recently and was welcomed to the city by Paramount Salesman Mathiesen.



BERLIN - Superb poster for VistaVision and STRATEGIC AIR COMMAND at the Delphi Film-palast am Zoo.



DUSSELDORF ALERTED

Giant slogan banner advertising STRATEGIC AIR COMMAND being flown over the city during the rush hour.

Renee Jeanmaire really proves to be a dazzling figure in ANYTHING GOES.



DAS JAHR, AUF DAS WIR ALLE GEWARTET HABEN

Es bedarf keiner besonderen Bekanntmachung, um Ihnen zu sagen, dass das Jahr 56 alles das in sich schliesst, was es zu einem unuebertroffenen Jahr fuer Paramount macht. Fragen wir uns jedoch warum, dann wissen wir, dass die Grundbedingung dafuer grosse Filmwerke sind, und in diesem Jahr kann Paramount mit einem Qualitaetsniveau aufwarten, das - ganz gleich wie weit Sie Ihre Erinnerungen zurueckschweifen lassen - seinesgleichen nie gekannt hat. Aber trotzdem enthalten wir uns naeherer Einzelheiten. Wir moechten nur diese eine Paramountfrage stellen: Koennen Sie irgendeine Filmgesellschaft nennen, die in der Geschichte des Films je solche Spitzenleistungen hervorgebracht hat, wie THE TEN COMMANDMENTS und KRIEG UND FRIEDEN. Wir koennen darauf nur die einfache Tatsache erwidern: 1956 ist das Jahr, auf das wir alle gewartet haben.

Der Strom des Zuspruchs, der im vorigen Monat fuer die Hal Wallis Produktion THE ROSE TATOO begann, wird in diesem Monat fortgesetzt und dauert auch im naechsten Monat an, bis in den Maerz und April. Im April werden wir Ihnen einen Augenzeugenbericht ueber die Verleihung der Academy Awards geben. Aber wir wissen bereits heute, dass kein Bericht ueber dieses Ereignis vollstaendig sein kann, ohne an erster Stelle die glaenzende, feurige italienische Schauspielerin Anna Magnani zu nennen.

In der Zwischenzeit ist THE ROSE TATOO weiterhin ein fabelhafter Erfolg in den USA, sowohl in kleinen, als auch in grossen Staedten. Die Kombination eines Werkes von Tennessee Williams, des Schauspiels der Anna Magnani, Burt Lancaster, Marisa Pavan und Ben Cooper, der einfallsreichen Leitung von Daniel Mann, alle diese Faktoren haben dazu beigetragen, einen Film internationalen Kalibers mit ungeheurem Kassenerfolg zu schaffen. Wir wissen dies, weil wir mit vielen Kinobesitzern aus Uebersee gesprochen haben, die diesen Film gesehen haben, und die auslaendischen Korrespondenten in New York und Hollywood sind - um es einmal krass auszudruecken - ganz aus dem Haeuschen wegen dieses Films.

Wir bringen in diesem Heft eine der wichtigsten VistaVision-Neuigkeiten, die je bekanntgegeben wurde, und zwar werden alle in diesem Jahr in England von der J.Arthur Rank Gesellschaft hergestellten Filme durch-

weg in VistaVision gedreht werden. Im Jahre 1955 wurde eine Anzahl von Rank-Filmen in VistaVision hergestellt, und da dies ein so grosser Erfolg war, hat Mr. Rank Anweisung gegeben, 1956 alle Filme in dieser Fassung zu drehen. Um dies durchfuehren zu koennen, hat er 5 weitere VistaVision-Kameras zur sofortigen Lieferung bestellt, ferner einige bewegliche VV-Kameras, wie sie z.B. so erfolgreich fuer den Film THE MOUNTAIN in Frankreich verwendet wurden (uebrigens THE MOUNTAIN ist ein wagemutiger Film aus der Alpenwelt mit Spencer Tracy in der Hauptrolle).

In diesem Monat koennen wir Ihnen erfreulicherweise einige Bildberichte der Suedamerikareise des Executive Vice President J.E. Perkins in Begleitung des Leiters der Lateinamerikanischen Abteilung Mr. A.L. Pratchett bringen. Die Bilder waren gerade etwas zu spaet, um noch in die Dezember-Ausgabe aufgenommen werden zu koennen; aber trotzdem ist es interessant sie hier in einem Winterheft zu haben, da sie im Sommer der suedlichen Hemisphaere aufgenommen wurden, und wir freuen uns, berichten zu koennen, dass die Waerme des Wetters in keiner Weise mit der Waerme des Empfangs konkurrieren kann, mit der Mr. Perkins ueberall empfangen wurde.

Eine der interessantesten Reisen einer Filmpersoenlichkeit war die, die kuerzlich von dem eminenten Direktor Alfred Hitchcock unternommen wurde. Er besuchte viele Laender im Laufe dieser Weltreise und er hat viele Paramountleute kennen gelernt. Wir brachten bereits einige Bilder in der vorigen Ausgabe; aber diesmal koennen wir Ihnen eine ganze Reihe vorfuehren, sowie einige persoenliche Kommentare von Mr. Hitchcock ueber die Staerke und Art unserer Paramount-Organisation.



FRANKFURT - Downtown advertising pillar for STRATEGIC AIR COMMAND.

Oreste - the Voice of the Century...

'COURT JESTER' D. KAYE TOURS THE NATION

U.S. BRANCH NEWS (Continued from Page 10)

ly have to wait until the feature gets under way, to determine this.

Our office was honored recently, when Barney Slaughter, Salesman, had the 100% Club Membership bestowed upon him. As perhaps all of you know, the requirements (which were adopted some thirty years ago), are based on very high principles. Briefly, said requirements are, that the character of one who aspires for membership must be above reproach, and he must be a credit both to his organization and his Branch. He is not necessarily selected for the greatest volume of business, but by his efficient sales record. To him, his small town exhibitor must be as important as those of his big towns. He has the same keen interest in his Zone, as he would in his own business. Measuring up to these principles, must surely create a deep feeling of pride. The club pin, small and simple, boosts this pride, and serves as a harbinger to those with whom he meets.

The scout for "Miss Film Row" is creating quite an atmosphere of excitement. Jerry Wisdom, petite brunette, whose picture appears elsewhere in this issue, is our choice, and we warn the gals competing with her, that they are really battling with strong competition. Each contestant is nominated by her respective company, not only for beauty, but for personality, charm, etc. The North and South Carolina Theatre Owners Association will hold its regular convention at the Hotel Charlotte on January 29th and 30th, at which time the lucky girl will be selected. In addition to the honor of becoming Miss Film Row, she will also receive a valuable gift..... Much has been said about the fine work of the WOMPI girls, all of which they well deserve. They have chosen for this month's project, that of addressing envelopes to all names listed in the telephone directory, for mailing in their contributions in the March of Dimes Drive. Although still in their infancy they are working like veterans.

- Lucy McGriff



PHOENIX, ARIZONA - While shooting on location near here for their current PARDNERS, Dean Martin and Jerry Lewis invited exhibitors to visit the location ranch. One who accepted was Mabel Mitchell, advertising and publicity head of Arizona Paramount Theatres.



JERRY WISDOM

Charlotte, N.C. nominee for "Miss Film Row." (See details in Charlotte Branch news on this page).



ANYTHING GOES

Co-star Mitzi Gaynor and her husband, Jack Bean, at the Hollywood premiere of Paramount's ace musical.



MEMPHIS

Inadvertently omitted in the series of Tour-of-the-Branches pictures featuring Mr. Weltner was this one of the visit of Paramount's World-wide Sales Head to the great Tennessee city. In the picture, Memphis Branch Manager Howard Nicholson is flanked by Mr. Weltner, at left, and Hugh Owen, sales head of the Western U.S. Standing, L-R: John Coll, Booker; James E. Smith, Booker; Tom Donahue, Salesman; Charles Boasberg, Special Assistant to Mr. Weltner; Gordon Bradley, Division Manager with headquarters in Atlanta, Ga.; Newell Garrett, Office-Booking Manager; Robert Kilgore, Salesman; Travis Carr, Salesman.



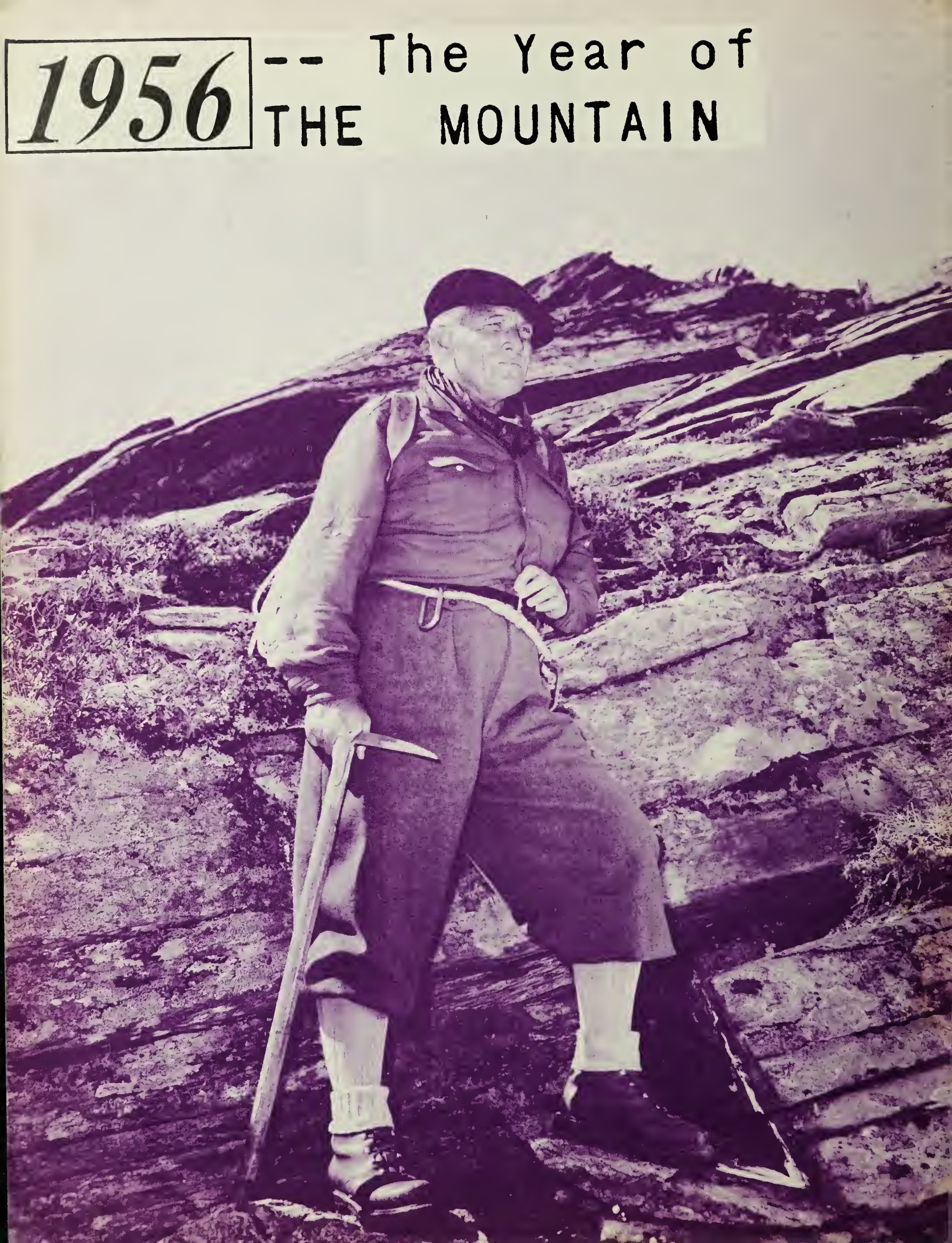
DALLAS - In the Dallas Accounting Department, "Travelling Auditor" Danny Kaye takes a look at the books which before many more months will be packed with business on THE COURT JESTER. Looking on, L-R, are: Jackie Bigham, Jo Ann Whitlock, Barbara Johnston, Mary Jane Patterson, Elaine Burch, Marian Barker, Dorothea Mealer, Joan Rogers, Anita Heacock, Lillian Wilson and Madee Bradley.



NEW ORLEANS - Arriving at Moisant Air Field on his nationwide tour, Danny Kaye was met by five cinema stalwarts. They were, L-R: Henry Plitt, Gen. Mgr. of Paramount Gulf Circuit; Maurice Barr, the circuit's V.P. and Adv. Mgr.; Gaston Dureau, who retired as Gen. Mgr. Jan. 1, 1956; Paramount Branch Manager Bill Holliday; and Holland Smith, Manager of Saenger Theatre.



Golf and comedians seem inseparable. Here, in Dallas, it gets into the act with a vengeance. Field Representative Bob Bixler plays the part of 'Divot' with Academy Award finesse. Director of Exploitation Herb Steinberg, right, portrays 'Anxiety' with equal finesse. Only the star, Danny Kaye, seems free and easy.



1956

-- The Year of
THE MOUNTAIN

Lively En

in

WORLD

Volume 4, Number 8

August, 1958

El Pacifico

THE EL PACIFICO THEATRE
ARCHITECT: JESSE L. LEE

INSPIRING NEW
CINEMAS
ILLUMINE
THE WORLD (Page 11)

TWO MEMORABLE AUGUST 12th'sFORTY-FIVE YEARS APART



AUGUST 12th, 1914

Cecil B. DeMille, marking his 33rd birthday anniversary at work, sits at his telephone-less desk attending to business details connected with his first motion picture and the first feature length film made in Hollywood. This was "The Squaw Man," poster for which is seen in the background.



Among the Gifts....

One of the multitude of gifts to gladden the heart of Mr. DeMille on his 77th Birthday was word from Japan that "The Ten Commandments" was in its 23rd week at the Piccadilly Theatre in Tokyo, and that several weeks prior to this it had already broken every Japanese record for attendance and box-office receipts. The mark was actually passed in the middle of the 18th week.

"The Ten Commandments" is continuing at the Piccadilly for an indefinite period; and is of course being presented with unprecedented success in Osaka and Nagoya.

On August 12th, Cecil B. DeMille celebrated his 77th birthday anniversary. Exactly 45 years prior to this day, he had been at work on the production of "The Squaw Man" in Hollywood. The two pictures on this page span the two memorable eras.



AUGUST 12th, 1958

For this birthday anniversary, 44 years later, Mr. DeMille has a telephone. He also has in back of him the world's most distinguished and commercially successful film-making record in the whole world of motion picture production. Capped, of course, by the multi-records-breaking masterwork, "The Ten Commandments."

A MORE DETAILED REPORT ON MR. DE MILLE'S
MEMORABLE BIRTHDAY NEXT ISSUE.....

TOP PARAMOUNT PRODUCT

On July 21st, Paramount President Barney Balaban headed a group of top-level executives on a studio visit to implement plans for product for 1959 and 1960. Accompanying him were Vice-Pres. George Weltner, in charge of world-wide sales; Russell Holman,

Eastern production head, and Jerome Pickman, Paramount Film Distribution vice-pres. in charge of Paramount's advertising, publicity and exploitation. They held conferences covering several days with Y. Frank Freeman, vice-president in charge of the studio; Jacob H. Karp, D. A. Doran and other members of the studio executive staff.

A great deal of wonderful news regarding future product came from this series of meetings. The following resume covers some of the highlights:

Marlon Brando's first Paramount picture, "Guns Up," will begin production next month. Karl Malden will be a top member of the cast. Already in full production is "Thunder and the Sun," the story outline of which promises an outdoor picture of much color and excitement, with the Basque angle providing immense international appeal. Perlberg and Seaton have a definite programme lined up, with first to shoot being "But Not For Me," with Clark Gable starring, and Carroll Baker co-starring. They also have definitely set "The Rat Race" and "The Counterfeit Traitor" for early shooting, with filming of the last-mentioned to be done almost entirely in several European countries. Casts of both pictures will be announced momentarily.....Hal Wallis will next make "Don't Give Up the Ship," with Jerry Lewis as a navy officer who accidentally misplaces a destroyer escort.....Sophia Loren, now concluding shooting of "That Kind of Woman" in New York, will next make "Heller With A Gun," and following that, "Blaze of the Sun"....Danny Kaye will next make "The Five Pennies" for Paramount.....Robert Taylor will star in "The Hangman," start of which is scheduled for next month.....Mighty plans are under way to film "The Mountain Is Young" in Nepal (see Page 15), and when the cast of this picture is announced it is expected to create an international sensation...."The Jayhawkers," a project of truly epic proportions likewise is in active preparation, and will be one of 1959's major films...And then there is "The World of Suzie Wong," to be filmed in the Orient with an international cast....Plus Alfred Hitchcock's "No Bail for the Judge," with most likely Cary Grant starred.

The foregoing details will be expanded very shortly. Even now they bespeak a wonderful product future for Paramount.



Though badly wounded in the mountain 'Trap,' Ralph Anderson (Richard Widmark) is able to tell the state troopers that they can get their man....in one of the host of thrilling scenes in the Panama-Frank production, "The Trap."



SUSAN HAYWARD

Co-starring with Jeff Chandler and Jacques Bergerac in the Paramount production, "Thunder in the Sun."



JEFF CHANDLER

Leading man for Susan Hayward in the exciting and spectacular production, "Thunder in the Sun." Picture deals with the migration of a colony of Basques to the Pacific Coast to found the wine industry and is being filmed on a truly epic scale.

STRENGTH OF "THE TEN COMMANDMENTS" in the international market was implemented Aug. 6th by the following press release based on an announcement by James E. Perkins, president of Paramount International Films, Inc. Following is the text of the release:



J.E. PERKINS

The foreign gross for "The Ten Commandments" has soared to the equivalent of \$5,000,000 (in U.S. dollars) in only nine months since the first foreign opening in Italy.

This was announced in New York yesterday (6) by James E. Perkins, president of Paramount International Films, Inc., who credited the stature of the Cecil B. DeMille production and "conscientious merchandising" for this phenomenal achievement.

Special engagements of "The Ten Commandments" to date have been held in 20 different countries and 70 different cities abroad, Perkins disclosed.

Thirty engagements currently are in progress, among them the following: Plaza Theatre, London, 37th week; Paramount Theatre, Paris, 28th week; Regal Cinema, Bombay, 28th week; Piccadilly Theatre, Tokyo, 21st week; Namba daigekijo, Osaka, 15th week; Etoile Theatre, Brussels, 15th week; Prince Edward Theatre, Sydney, 22nd week.

Wherever the DeMille production played overseas it broke length-of-run and boxoffice records, according to Perkins who, in reporting the foreign gross to date, observed: "The fact that we are well on our way to establish the greatest record for any one picture in the history of the motion picture industry is quite apparent."

Perkins maintained that the "results to date in our foreign operation as well as the domestic market give tangible indication that 'The Ten Commandments' can reach the unprecedented dollar expectancy projected by our company's management prior to the picture's release."

Surely one of the most important and significant press releases in all Paramount history.

@@@@@@@@@

A SUCCESS STORY that is impossible to evaluate in detail in a monthly publication because it is impossible to keep up with its meteoric pace, is the story of the breath-taking triumphs of "The Ten Commandments" in the U.S. and Canadian drive-in theatres. The figures being accomplished by the DeMille production are stratospheric, and the achievements so numerous, that bulletins from Edward Chumley's headquarters in New York reach us not only daily, but in many instances several times daily. They offer comparisons with previous

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Albert Deane, Editor

Volume 4, Number 8

August, 1958



BOMBAY, India - Apart from establishing a new all-time record for the Regal Theatre by its run of 25 weeks (and continuing on), "The Ten Commandments" inspired the additional record of being seen 29 times in the 25 weeks by a single individual. He is Mr. Ben Woodley, resident representative in India for the Rodney Hunt Company of New York, shown at right above. He is here receiving a silver casket in appreciation of his devoted attendance, given by the Regal, and being presented by Mr. Framji H. Sidhwa, Chairman of the Regal-Bombay. At extreme left is Mr. Mickey De Souza, Regal's publicity manager, and with him is Mr. S.N. Virji, manager of the Regal.

all-time-highs that are literally spell-binding. Nothing is more certain than that we grow more proud of, and happier about, the greatness of "The Ten Commandments" day by day and week by week.

@@@@@@@@@

RECORDS OF ALL KINDS go to make up a good showmanship story, and records have an apt application to the story of Dolores Hart's recent tour of the United States and Canada. For on this tour, which the attractive and talented Hal Wallis star made in the interests of Elvis Presley's "King Creole," she met and spoke with more disc jockeys than had any other touring Hollywood personality. A total of 150 in all. In a number of instances, Paramount arranged to have disc jockeys from surrounding areas or an entire state come to the city Miss Hart was visiting to talk with her about "King Creole" and the RCA-Victor records of its songs.



DOLORES HART

REMEMBER THESE IMMORTAL PERFORMANCES?

Charles Laughton
as "Henry the 8th"
and as "Capt. Bligh"

--

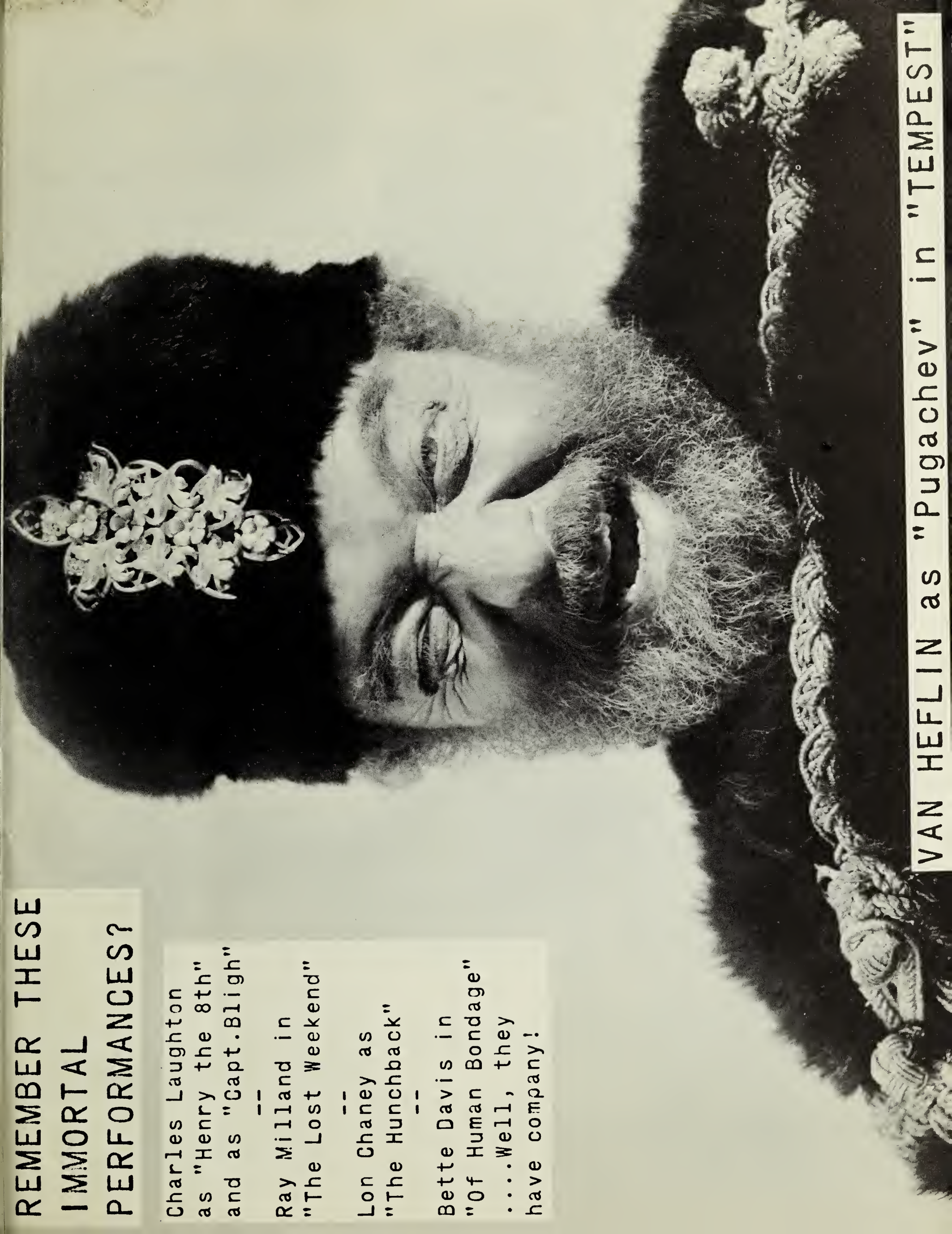
Ray Milland in
"The Lost Weekend"

--

Lon Chaney as
"The Hunchback"

--

Bette Davis in
"Of Human Bondage"
....Well, they
have company!



VAN HEFLIN as "Pugachev" in "TEMPEST"

PARAMOUNT NEWS IN PICTURES FROM ALL AROUND THE WORLD

People seldom recognize opportunity because it comes disguised as hard work.

-Cary Grant



EVIL FROM OUTER SPACE

This is the start of "The Blob" -- the first seemingly innocuous attack on a simple human being by this monstrous element from Outer Space. The debut of "The Blob" on the Earth is so simple as to be dismissed as a prank -- but its awful and devastating consequences stamp this Philadelphia-made thriller as one of the most unusual films Paramount has ever distributed.



Director Michael Curtiz got a real kick out of teaching Marilyn Maxwell that whiz of a dance she dances in the Jerry Lewis comedy, "Rock-A-Bye Baby."



Macy's Loves "The Matchmaker".....

....And loves it to the extent of contributing this prominent window for a display of the millinery which is so important a part of the picture's dramatic structure. Enlargements of stills from the Don Hartman picture are in prominent positions in the New York department store's window, and are of the type to make onlookers aware that "The Matchmaker" is top-grade comedy entertainment.



VICHY, France - Here are two separate queues lined up at the Lux Theatre for admission to see "The Ten Commandments." According to the film's publicity director for the Continent - Jerry Juroe - it is this way every day at the Lux.

T I T L E S..... Important News!

LAST TRAIN FROM GUN HILL

This is the final and definite title of the Hal Wallis production known formerly as "Showdown At Gun Hill," "One Angry Day," as well as by other titles.

TEMPEST

This is the final and definite title of the Dino De Laurentiis-Paramount production known formerly as "The Tempest." The article 'The' has been dropped.



"This is the man I came to get..You know what he did to my wife! And we're gonna be on that train, even if it is the "Last Train From Gun Hill!"

That's the substance of the ultimatum Kirk Douglas and his gun convey as, with Earl Holliman a manacled deadweight on his shoulder, he proceeds to fight his way out of a grim trap.



HITCHCOCK IN SAN SEBASTIAN

Elsewhere in this issue is word about the high honors paid Alfred Hitchcock's "Vertigo" in the San Sebastian (Spain) film awards. Here is shown, in centre, with, at left, Sr. Vega de Seoane, Mayor of San Sebastian, and John B. Nathan, Continental General Manager.

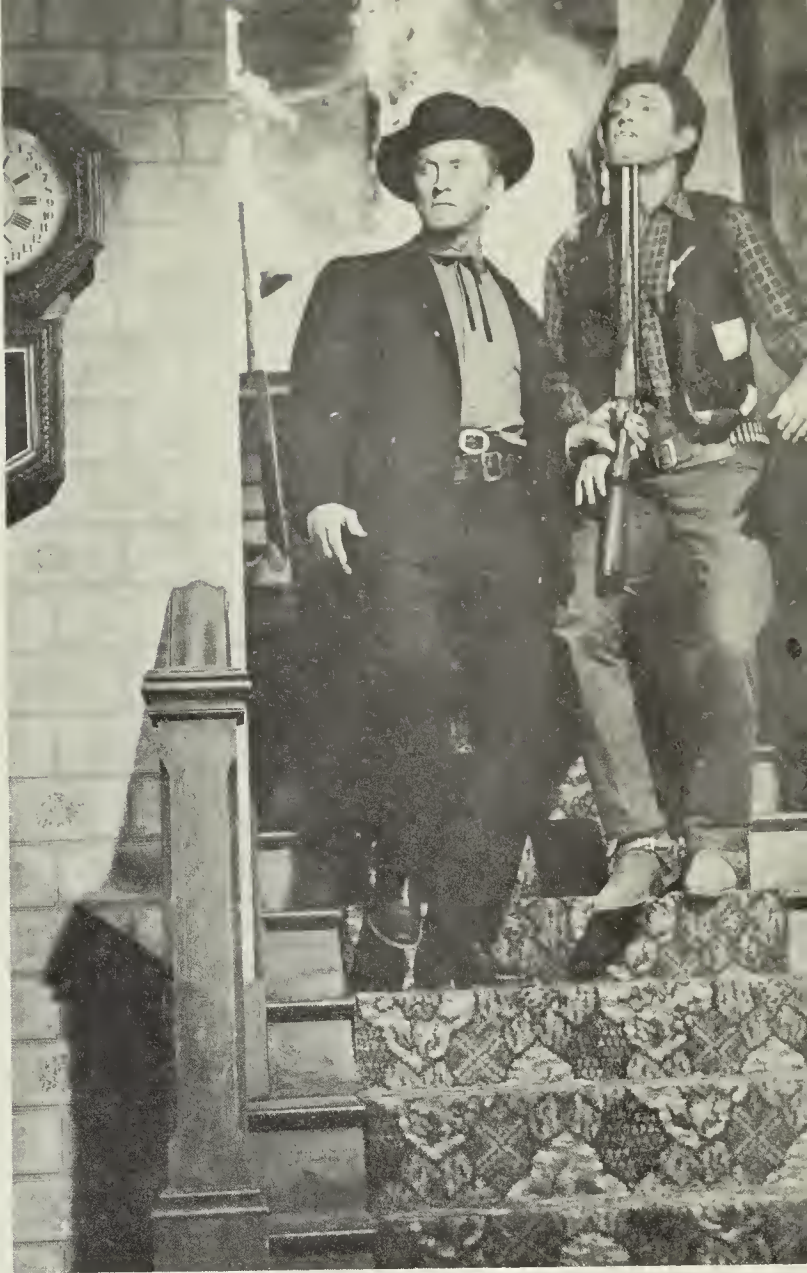


SAN SEBASTIAN, Spain - Before the projection of "Vertigo" began, Mr. Hitchcock was introduced to the Spanish audience by the celebrated Spanish actress, Ana Mariscal, who was also a member of the jury.

INTERESTING GLIMPSES OF UPCOMING PRODUCT THAT'S ALREADY ON FILM



"The Young Captives," produced and directed by Andrew J. Fenady and Irvin Kershner, piles one grim scene on another as it tells of the fear-filled consequences which beset a couple of teen-agers who decide to elope, and who foolishly pick up a hitch-hiker. Above, the young couple, Ann Howel (Luana Patten) and Benjie Whitney (Tom Selden), are threatened by the crazed killer, played by Steven Marlo....and it's what is precipitated by this scene that provides the real cavalcade of thrills.



One of the most unique, and spine-chilling, instances of being "in custody" is this arrest of Earl Holliman by Kirk Douglas in "Last Train From Gun Hill." In the background are the racing flames from the doomed hotel - and if either man trips, Earl really loses his head.



(Top)

Sophia Loren and Tab Hunter in a tender farewell scene in "That Kind of Woman," which is being filmed in its entirety in New York and against the giant background of Manhattan.

(Left)

Richard Widmark and Tina Louise are most effectively teamed in "The Trap," one of the finest nerves-on-edge Paramount films in years.

(Right)

Five who see "The Blob" are witnesses to a sight they'll never forget.





Here depicted is the surging spirit of Cecil B. DeMille's mighty saga of the "North West Mounted Police." Shown in the forefront of the cavalcade are Gary Cooper, Madeleine Carroll, Paulette Goddard, Robert Preston, Preston Foster, Lynne Overman and Akim Tamiroff.

PARAMOUNT INTERNATIONAL'S SALES CAMPAIGN ON OUR ALL-TIME GREATEST PRODUCTIONS REALLY ROLLING... "THE PLAINSMAN" IS #3



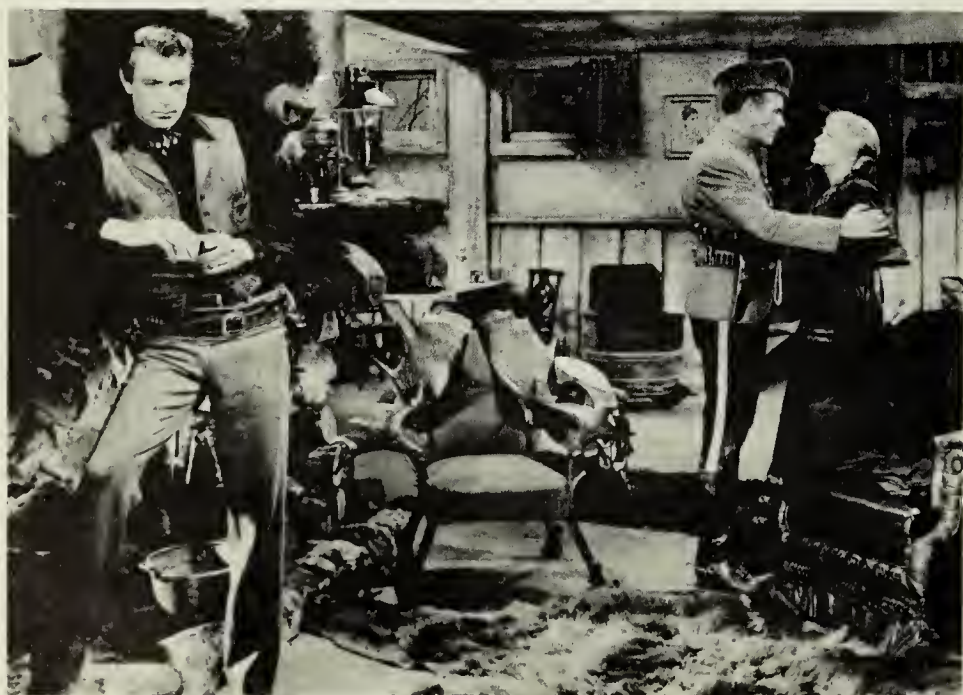
The three principals of the Cecil B. DeMille spectacle, "Union Pacific" — Joel McCrea, Barbara Stanwyck and Robert Preston.

Organization of the sales campaign on Paramount's "All-Time Greatest productions is proceeding at top speed under the direction of Steve Clug. While emphasis for the present is on the two pace-setting films -- "Union Pacific" and "North West Mounted Police," preparatory work is being done on the next group, first of which is another Cecil B. DeMille "all-time-great," the very spectacular thriller, "The Plainsman." This has immense star value in Gary Cooper and Jean Arthur, and is at the same time based on one of the best known and most colorful characters in the entire world, Buffalo Bill.

More news about Paramount International's sales campaign on Paramount's "All-Time Greats" in next month's issue.



Gary Cooper and Jean Arthur in one of the many tense moments in Cecil B. DeMille's production of THE PLAINSMAN — The Thrilling Story of Buffalo Bill.



Gary Cooper is never better than in the role of a man with a brooding heart — and he has that in this Cecil B. DeMille saga of the "North West Mounted Police" as he watches lovely Madeleine Carroll give her heart (or so he thinks) to 'Mountie' Preston Foster.



When the Indians get through with one of the early "Union Pacific" trains, there isn't much left for the pioneers of the West to do... But they do it, and they build from there to a climax magnificently mirrored in Cecil B. DeMille's mighty action thriller.

NEWS AROUND THE WORLD STILL HEADLINED BY "THE TEN COMMANDMENTS"



BOMBAY - An all-time record for the beautiful Regal Theatre was established the middle of last month when this cinema completed the 25th week of "The Ten Commandments," began its 26th week, and announced that the great Cecil B. DeMille production would continue indefinitely.

BELOW

Cover (in hard boards) of the special edition of The Ten Commandments, as interpreted for young children. Book is published in the U.S.A. by Rand McNally.

THE GREATEST EVENT IN MOTION PICTURE HISTORY
..... Box-Office Business

Prince Edward
SYDNEY
19th WEEK

Winter Garden
BRISBANE
11th WEEK

Majestic
ADELAIDE
7th WEEK

Piccadilly
PERTH
Record 3rd WEEK

Making box-office history in every situation, Cecil B. DeMille's spectacular production of "The Ten Commandments" is the motion picture whose performance speaks for itself.

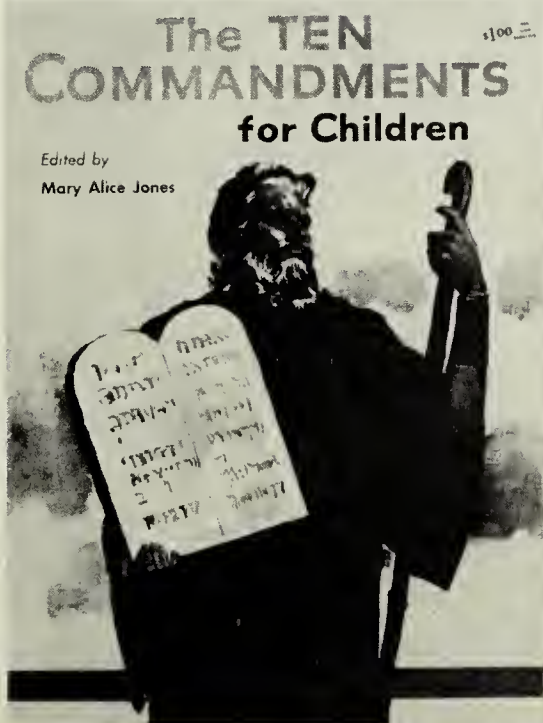
Cecil B. DeMille's
The Ten Commandments

YUL BRYNNER • CHARLTON HESTON • ANNE BAXTER • EDWARD G. ROBINSON • YVONNE DE CARLO • DEBRA PAGET • JOHN DEREK

Produced by Cecil B. DeMille. Screenplay by Robert Ross and Gordon Douglas. Directed by Cecil B. DeMille.

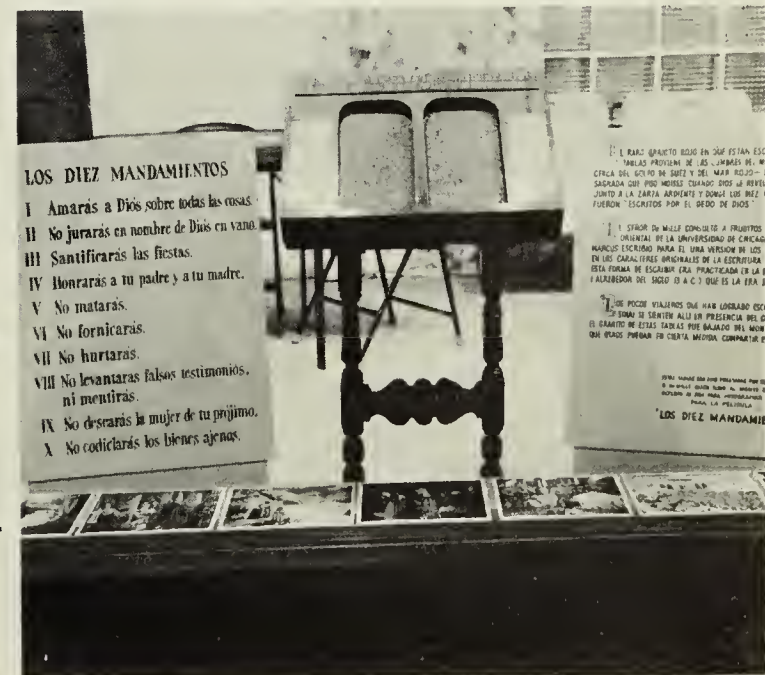
SYDNEY - Full page advertisement in The Film Weekly telling of the status of "The Ten Commandments" in 4 Australian capitals as of July 17th.

This advertisement appeared just one month ago, so as the Cecil B. DeMille production is still running in all four cities, add four to each of the totals, making it: Sydney 23rd, Brisbane, 15th, Adelaide, 11th and Perth, 7th. And of course the end is nowhere in sight for any of them.

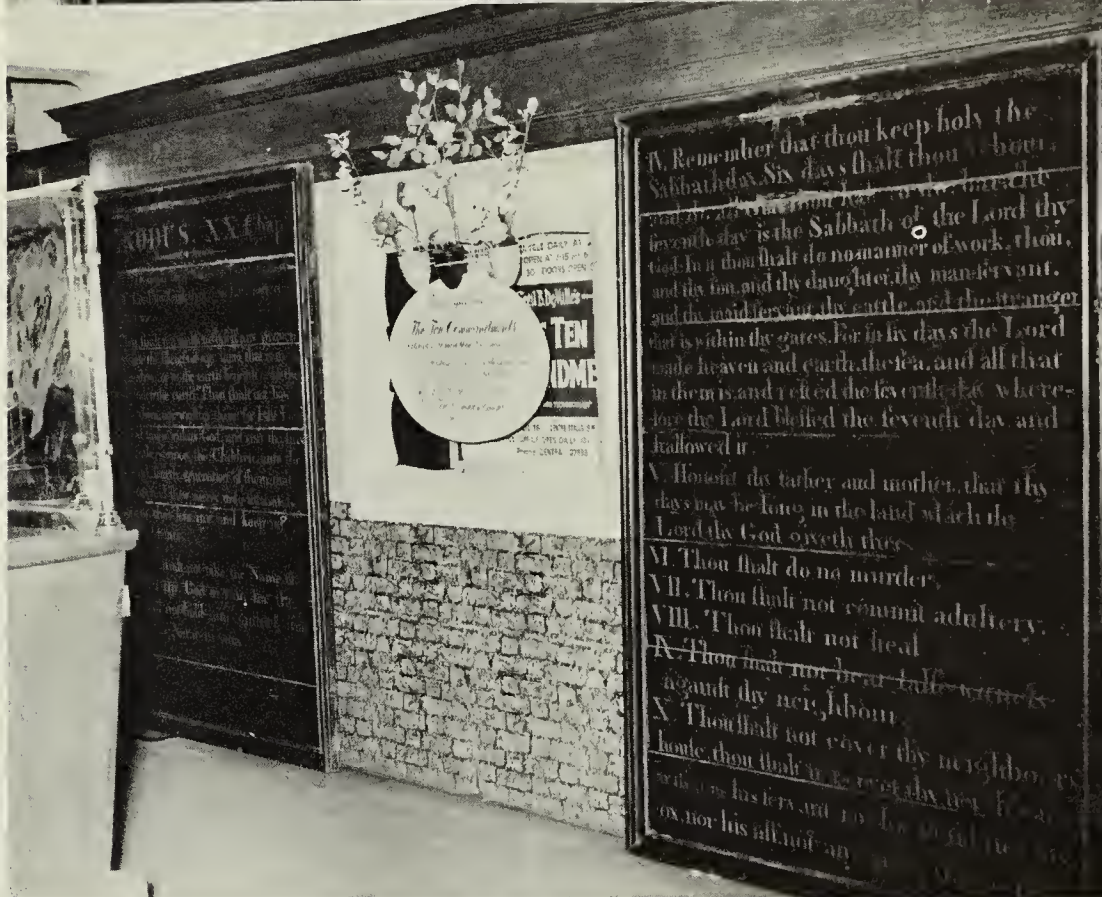
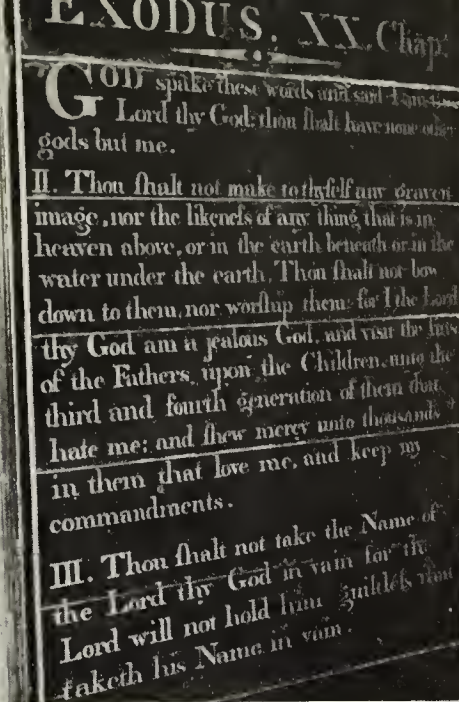


SAN JUAN, Puerto Rico - Tablets bearing The Ten Commandments displayed for 3 weeks at Padin's Department Store in downtown San Juan before being moved uptown to the New York Dept. Store in Santurce.

RIGHT



NEWCASTLE, England - These panels bearing the text of the Ten Commandments are reputed to be over 150 years old. They were recently unearthed in an out-building attached to the Church of St. Albans in the Parish of Earsdon, Northumberland. The panels are now on display in the foyer of the Queen's Hall here, and will remain there throughout the local engagement of Cecil B. DeMille's production of "The Ten Commandments."



THERE ARE AS MANY FACETS TO THE WORLD'S ACCEPTANCE OF "THE TEN COMMANDMENTS" AS THERE ARE WAYS OF LIFE ITSELF



CAGLIARI, Sardinia -- Rear of the publicity van which toured the provincial towns of this area, screening the trailer of "The Ten Commandments," and attracting widespread and very favorable attention.

RIGHT

AMSTERDAM - Colorful and dignified display in the Vroom & Dreesmann Department store for "The Ten Commandments" when the Cecil B. DeMille production was at the Tuschinski Theatre. Other stores continued the showmanship campaign when the picture continued its engagement at the Corso.



HE DIDN'T MISS A SINGLE ONE OF
"THE TEN COMMANDMENTS"

SINGAPORE - In Coroner's Court here, during an inquiry into a death, a last minute witness asked the Coroner to excuse him so that he could see "The Ten Commandments," then current at the Cathay. He had bought a ticket for the 2:30 p.m. show, and the inquiry was being held at that time.

The Coroner, Mr. Giam Chong Hing, however told the witness, Pang Ah San, that he had to give evidence first. This took Pang only five minutes, after which he was excused from further attendance in court.

Pang took a fast taxi to the Cathay and caught Cecil B. DeMille's mighty production at the end of the credit titles.

Already in its 6th week, the film has captured the all-time box office record for Singapore and Malaya.

"The Ten Commandments" Took Only 32 Days.....

Roy McAree, Paramount General Manager in Malaya, sent Paramount International President James E. Perkins the following interesting cable concerning the super-charged engagement of "The Ten Commandments" at Singapore's Cathay Theatre:

ON SUNDAY JULY 27th "COMMANDMENTS" CASUALLY PASSED CATHAY'S ALL-TIME BOXOFFICE RECORD ESTABLISHED IN 1951 BY "SAMSON AND DELILAH" IN FORTYNINE DAYS.

What makes the message so intriguing is that "The Ten Commandments" took only 32 days to crack the record....and is continuing on its way mightier than ever!



MONTEVIDEO, Uruguay - Here, from within the Trocadero Theatre, is one more version of a scene which has had a counterpart in a great many lands around the world.

Almost two years ago, when screenings of "The Ten Commandments" began, we pictured whole audiences of nuns and priests witnessing the towering Cecil B. DeMille production, many of the viewers looking at a motion picture for the first time in decades.

Here above are two more photographs to be added to the gallery of world-wide recognition of the sublime inspiration of the mighty Paramount film.

AMSTERDAM - Magnificent and dignified foyer of the world-renowned Tuschinski Theatre where "The Ten Commandments" has scored a conspicuous success.



CHALLENGING NEW CINEMAS ARISING ALL OVER THE WORLD.....READY FOR NEW PRODUCT

In the international areas of our industry, motion picture business is flourishing mightily. Its future remains radiant: as proof of which we publish merely a miniscule section of the modern cinemas rising majestically everywhere around the globe.



BUKIT MERTA JAM, Malaya - This ultra-modern, 700-seat cinema, the Cathay, was officially opened July 11, 1958...Opening attraction was Paramount's Martin and Lewis comedy, "Hollywood Or Bust."

This was the fourth new Cathay Cinema to be opened this year by the Cathay Organisation, and the 22nd in the past three and a half years.... The Cathay Organisation operates more than 50 first-run theatres in Singapore, Malaya, Brunei, Sarawak, Borneo and Bangkok.

Opening ceremony at this new Cathay was performed by Mr. J.W. Telfer, District Officer, Bukit Mertajam.

2 More.....

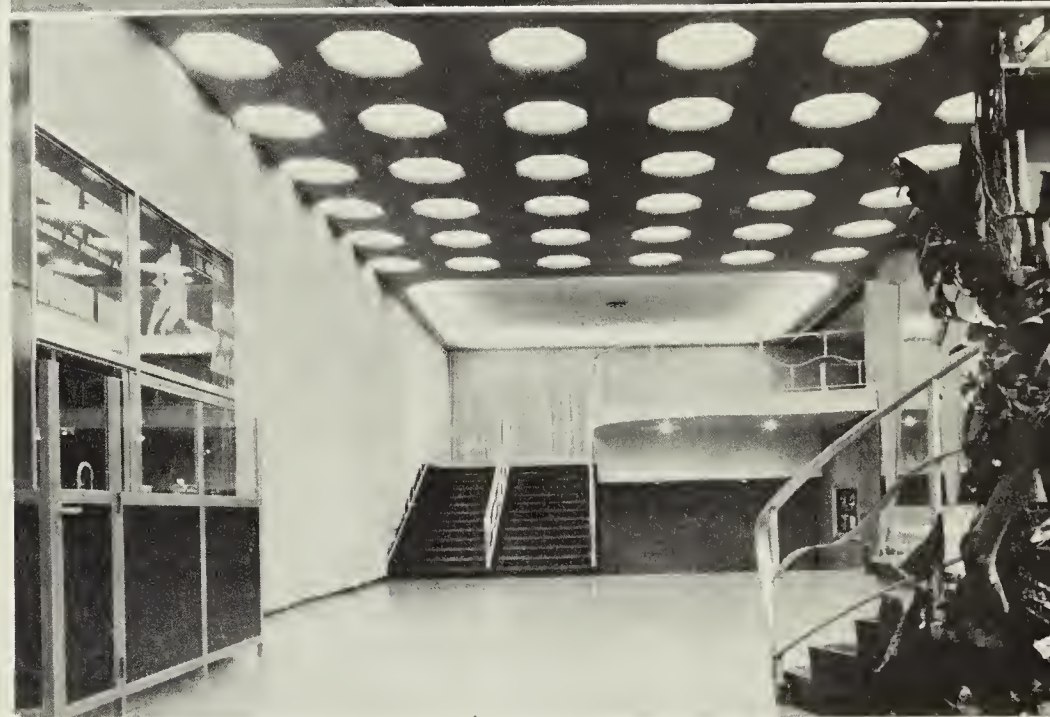
The Cathay Organisation has two more Cathay cinemas under construction and due for opening within the next few months. They are at Balestier, Singapore, and Kulim.

#####

HAVANA - View of the attractive cafe bar, cafeteria and refreshment room of the superb new Cine Acapulco here.

RIGHT

Premiere attraction for Lima's El Pacifico Cinema was "Funny Face" - a great success!



HAVANA, Cuba — This city gained a magnificent new gem in its diadem of cinemas with the inauguration of the Acapulco Theatre on July 7th. Theatre is the newest house in the celebrated circuit which Edelberto de Carrera Sr. commenced 38 years ago. Premiere of the house was one of the most glittering events in Havana's history. Shown above are the exterior of the theatre and the main lobby.



HAVANA - A cute yet practical touch in the rest-rooms of the Acapulco Theatre - a retiring room "Exclusively for Children."



LIMA - Another glimpse of the Cinema "El Pacifico" which is our cover feature this month.



NEWS ABOUT PEOPLE WORKING TOGETHER AT HOME OFFICE

When you realize you're getting older (by one year): The Paramount VistaVision League announced its '58-'59 season this month.

Via a mimeographed sheet for which Bob McKeown did not draw cartoons, but he will, by popular demand, keep writing the bulletin and (we trust) reporting news for Home Office page.

Good news that Jeanne Spinn, International Publicity, is back at her desk after illness.

Stork roll call includes besides Jerome Pickman's daughter (reported elsewhere): a son for Accounting's Arthur Lane and a daughter for Print Dept. head Joseph Bisdale.

Derek Lane was born July 15th at Jacobi Hospital, Bronx. Weighed six pounds, six ounces and is the second child for the Lanes, who have a son, Norman, 5.

Valerie Ann Bisdale made her appearance July 5th at Presbyterian Hospital. Weighed seven pounds and twelve ounces. The Bisdals also have a son, Tommie.

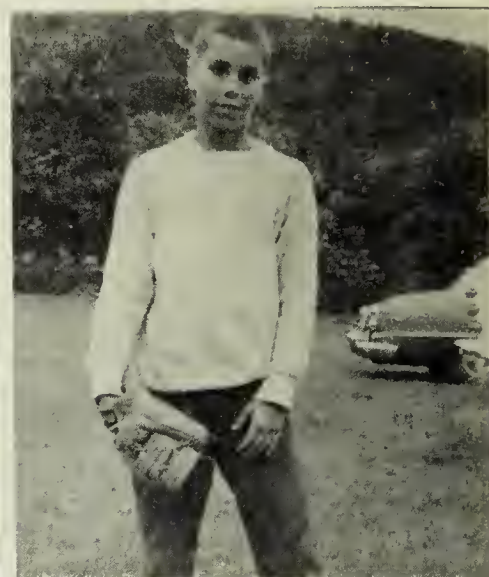
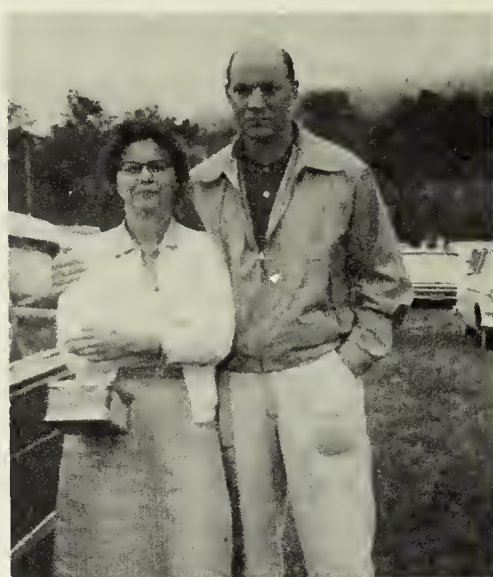
Sportsminded vacationists are Michael Berman, 11th floor receptionist, expert on water-skiing, and Mailroom's Bob McKeown, who combined bowling, golfing and swimming.

Mr. Roper's secretary, Frances Rosen, and Gloria Adelheim of Picture Report Dept. among Disneyland enthusiasts after their California trip. Vacationing there this month was Dr. Warshaw's secretary, Mrs. Ruth Prago.

10th floor vacation-stories: Vera and Bob Guilfoyle of Traffic breaking the Atlantic



PARAMOUNT landmark behind Accounting's Joe Bayer is "Gateway to Studios". Joe and his wife toured the studio--where GEISHA BOY was in production--while on a vacation trip to California and Nevada, featuring a Las Vegas stay.



PARENTS DAY at summer camp is a wonderful talk-filled time. Above left to right are Paramount lawyer Leonard Kaufman and Mrs. Kaufman and their older son Larry, 9, during a visit to Camp Chippewa, Enfield, N.H. Younger son Robbie was at home.

City habit with a trip to Miami, Florida. With the children. Mr. Perkins' secretary, Patty Powers Crozier chose Roundtop, N.Y., in nearby Catskills. Translator Arthur Coelho "flying down" to Rio -- quite a few years since his last visit to his homeland. And Editor Albert Deane, his wife and son Donald have a fast-paced schedule of Scotland, Belgium, France, Switzerland in two-week European trip.

Thought for any day: "The only time you mustn't fail is the last time you try."-- Charles Kettering.

News and pictures always welcome at Room 1010.

--Page by Ann Usher

NEW YORK BRANCH Newsnotes from Richard Magan while Nat Stern vacations:

Staff changes: Stanley Calman, formerly print booker, promoted to booker status, and Pearl Affissio, formerly ledger clerk, is now print booker.

Vacation spots: New Jersey shore for John Curtin; Niagara Falls for Eugene Newman; and New England (Cape Cod, Maine shore, etc., etc.) for Ruth Richardson.



BAGS PACKED?
CASH IN HAND?
ALL SET? FOR A
FUN-FILLED CRUISE
ON "HOUSEBOAT"
WITH CARY AND
SOPHIA AND THE
MOST DELIGHTFUL
"BRATS" YOU'VE
EVER MET.

INTERNATIONAL NOTABLES IN THE PARAMOUNT SCENE

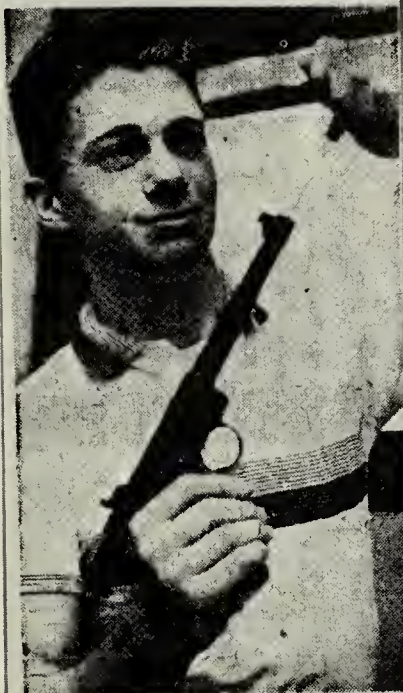


NEW YORK - Be comforted, gals - Sophia Loren finds New York's streets tough on the tootsies, too. This is a candid camera shot of her taking a spell during the filming of "That Kind of Woman."



BOMBAY - Ben Woodley, resident manager here of the Rodeny Hunt Company of New York, who was honored by the Regal Theatre here after having seen "The Ten Commandments" a total of 29 times in the first 25 weeks of the great production's run. (NB. The film is continuing to run indefinitely, so undoubtedly Mr. Woodley's score will increase).

Young Memphis—



Don Nicholson

Youth Wins With Science
And Science Wins With Him



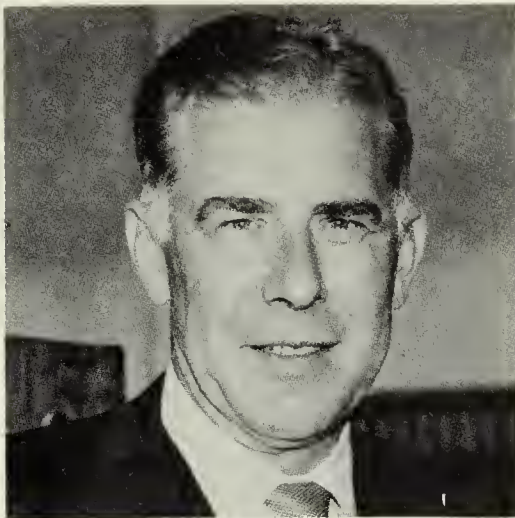
SAN JUAN, Puerto Rico - Attending special screening of "The Ten Commandments" at the Metropolitan Theatre were: Rev. Thomas J. Liggett (centre) President of Evangelical Seminary; Mr. Rafael Ramos Cobian, President of Commonwealth Management Corp., operators of the Metropolitan. At left is Paramount Manager Frank J. Planas.

"The only service a friend can really render is to keep up your courage by holding up to you a mirror in which you can see a noble image of yourself."

-George Bernard Shaw

MEMPHIS, Tenn. - This is Don Nicholson, son of Howard Nicholson, Manager of the Memphis Branch. The picture is copied directly from the columns of the "Memphis Commercial Appeal," local newspaper.

The picture headed a half column of news about Don, who was selected as "Young Memphis." Revolver is symbol of the young man's deep and abiding interest in marksmanship, which in turn stemmed from a dedicated study of the Civil War. (The pistol is a 22-caliber automatic target pistol, one of Don's most prized possessions).



HOLLYWOOD - George Seaton, ace Paramount writer-director-producer, and president of the Academy of Motion Picture Arts and Sciences, has been elected a trustee of Colonial Williamsburg, Inc., the historical township in Virginia. Announcement of this was made by Winthrop Rockefeller, board chairman.



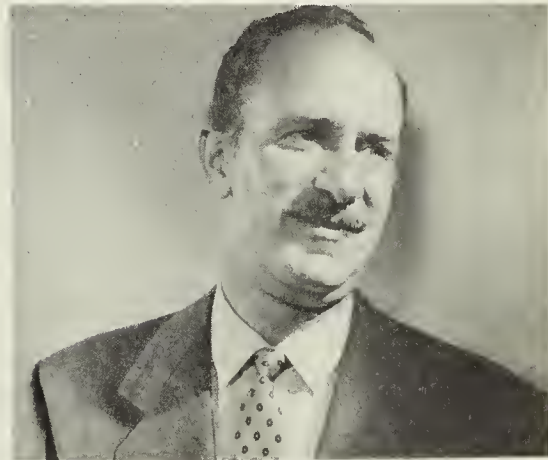
LONDON - Among the notables attending the recent premiere of "St. Louis Blues" at the Leicester Square Theatre were Mr. and Mrs. Earl St. John. Mr. St. John is executive producer for J. Arthur Rank Productions.



PENANG, Malaya - H. E. the Governor of Penang, Raja Sir Uda, arrives at the Cathay Cinema for the special "Command" performance of Paramount's "The Sad Sack," presented in behalf of an important local charity.



GLASGOW, Scotland - Sharing a joint gift as the 100,000th patron to see "The Ten Commandments" at the Gaumont, are Mr. and Mrs. John Manley of this city. They were presented with a copy of the Paramount Research Book, "Moses and Egypt," written by Henry Noerdlinger. Making the presentation is Mr. W. Y. Thomson, acting manager of the Gaumont.



NEW YORK - Keenan Wynn, who is co-starred in "That Kind of Woman," told Sophia Loren on the set one day, "Everyone on the set is in love with you." According to Newsweek Magazine, she replied: "That's the story of my life."

LEFT

BOSTON - Pictured here is Daniel R. Houlihan, who has been promoted from branch manager at Albany to branch manager at Boston. George Weltner, Paramount Pictures vice-president in charge of world sales, announced the promotion July 11.

Houlihan joined Paramount in November, 1951, as Albany branch manager, and has held that post since then.

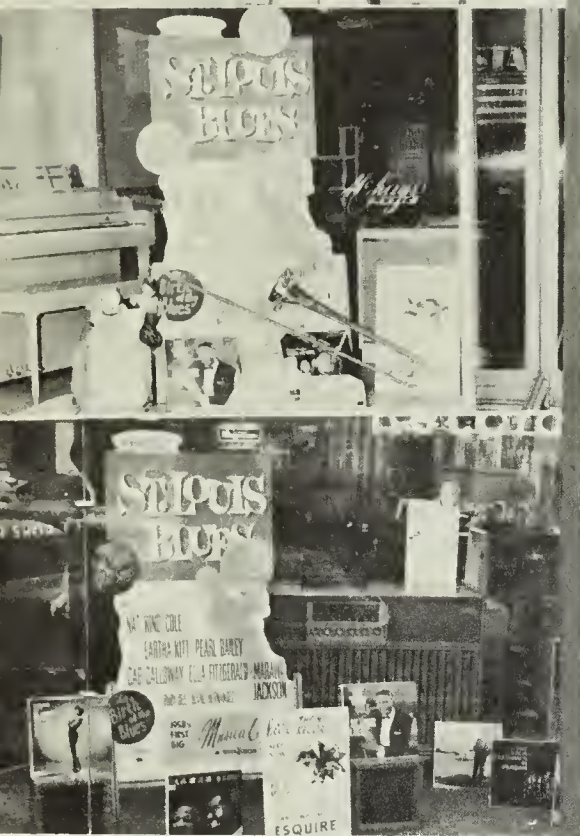
GLOBALLYHOO PROVES THAT SHOWMANSHIP STILL IS AN EXHIBITOR'S BEST FRIEND.....

British Public Relations on "The Ten Commandments" Big as the Mighty Film Itself.....

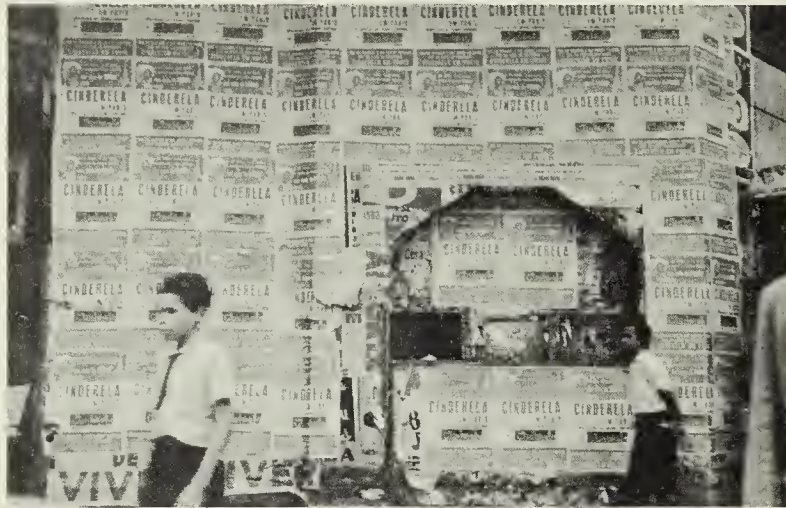
Almost daily the mails bring to Home Office in New York a veritable mountain of press clippings, pictures and reviews inspired by the showings of "The Ten Commandments" in England, Scotland, Wales, Eire and Northern Ireland. It all constitutes a mighty testimony to the job being done by Jack Upfold and his tireless workers.

The material is measurable by the pound rather than the individual item, and all of it has magnificent merit, whether it be the 4-page newspaper section in the South Wales Argus, or the multiplicity of pages in New Venture, the Pocket Magazine for Boys.

It all just goes on and on, in the same proud and brave tradition of the picture that inspired it - and we expect to see it keep going on and on for a lot of years to come.



DAVENPORT, Iowa - A trio of fine window displays in music stores marked the advent of "St. Louis Blues" in the American Broadcasting-Paramount Theatres Esquire Theatre here. Top window is in the #1 Woolworth Store here. Centre window is McKay's Record Shop. Lower window is Van Goors Record Shop.



RIO DE JANEIRO, Brazil --- When they do a job of poster in Rio, it really is a job. In the instance of the wonderful showmanship campaign put forth in connection with the tie-up between "Cinderella" Magazine, and Paramount, on the contest for "Funny Face," the publishing company producing the magazine undertook to tell the entire city about the contest. And, as can be seen, they really did a "telling" job. It was this way all over Rio de Janeiro.



COPENHAGEN, Denmark --- Entire background of the window display in the City Shoe Shop on Stroget is devoted to Paramount's Lana Turner release, "Another Time, Another Place."



NEW YORK - Three members of the committee associated with the gala benefit premiere August 12th of Paramount's "The Matchmaker" at the Little Carnegie Theatre. The premiere will benefit the Beth David Hospital Fund of the Associated Millinery Men.

The ladies shown above are, from left: Miss Patricia Betz, Mrs. Dorothy I. Rogers, who is co-chairman; and Miss Claire Monell.

RIGHT

SINGAPORE - Three of the many wonderful windows of this city won by the power and the majesty of "The Ten Commandments."

First is the window of William Jacks Records, in which store there was a bureau of information on the picture. Next is one of the windows of the renowned store of John Little's. Third is the window of the Salon New Yorker (for ladies). The last two mentioned also had departments of information on the picture.



CHICAGO - One of the many showmanship touches applied to the Chicago Theatre campaign on "Rock-A-Bye Baby" was that of having Chicago triplets Sheldon, Robert and Ronald Schwartz, all look-alikes for Jerry Lewis, 'mug' their way into the theatre. Picture has Jerry Lewis playing 'papa' to infant triplets, so stunt was particularly appropriate.

SHOWMANSHIP HAS BEEN PUT TO EXCELLENT, NATIONAL USE ON "THE MATCHMAKER."

"THE MOUNTAIN IS YOUNG"

LOOMS AS A HIMALAYA OF SCREEN ENTERTAINMENT



NEPAL - the Independent Kingdom of Nepal - is the fascinating, colorful, exciting locale of Han Suyin's memorable novel, "The Mountain Is Young."

Nepal is ringed by the world's mightiest mountains, the Himalayas; but Nepal itself, and its capital city, Kathmandu, are in a fertile valley that is one of the most beautiful and restful spots to be found anywhere in the world.

And here is where transpires the drama and the comedy, the suspense and the passion, of "The Mountain Is Young."

HERE IS NEPAL, photographed by Walter Baur for National Geographic Magazine; and here is Kathmandu's (left top centre) proximity to the fabulous Himalaya Mountains. In the foreground

a country town huddles compactly within the circle of its irrigated fields. This is the setting for "The Mountain Is Young," and next month we'll have more pictures of Nepal.



BOMBAY - The Paramounters of Bombay gave a happy welcome to Luigi Luraschi as he passed through this city following his Production Department mission to Nepal in the interests of the upcoming filming of "The Mountain Is Young."

Top row, (L to R): Mr. Chowksey, Mr. Sankarnarayanan, Mr. S. Kalyanasundaram, Mr. B.S.Ramaswamy, Mr.V.A.Haldipur, Mr.Shukla, Mr.K.S.Parameswaran. Second row: Mr.Sitaram, Mr.R.A.Kabad, Mr. Hegiste, Mr.T.B.Shankar, Mr.S.M.Pai, Mr.B.S.Ragade, Mr. Nath, Mr.G.Ramachandran, Mr.C.S.Viswanath, Mr.B.B.Bhattacharjee, Mr.T.A.Parameswaran, Mr.P.M.Nair, Mr.M.D.Kumta.

Seated: Mr.Y.S.Borkar, Mr.S.R.B.Arur, Mr. Luraschi, Mr.K.S. Vaidyanathan, Mr.C.A.Ramachandran, Mr.N.D.Qureshi.

Seated on floor: Mr.Dhondur, Mr.Malhari, Mr.Damu, Mr.Ramphal and Mr. Pandurang.

Casting of the top stars for "The Mountain Is Young," is Top Secret for the moment....But it can be said that the names, when released, will be read with joy by Paramounters everywhere, and by fans throughout the world.



At the right and the left of this important luncheon group in the Paramount studio commissary, are General Bahadur Shumshere Rana and Lady Rana, two of the most important dignitaries of the Kingdom of Nepal to ever visit the United States. Her Highness is the sister to the King of Nepal. Their hosts at the luncheon were Vice-President Y. Frank Freeman, right centre, in charge of Paramount production, and Edward Dmytryk, who will direct "The Mountain Is Young" when it is filmed in Nepal.

THE NEW YORK SCENE HAS BEEN AGLOW WITH PARAMOUNT EVENTS



A between-takes smoke-o during the making of "That Kind of Woman." On either side of star Sophia Loren are Director Sidney Lumet at left, and New York actor Vincent Barbi, who has a role in the production. Picture has been filmed in its entirety in New York City, and does the same kind of a job of presenting New York to the world that Alfred Hitchcock's "Vertigo" does for San Francisco.



No doubt about what was playing at Loew's State in Times Square when our cameraman caught the above scene. And the critics found going there pleasant as well. The Daily News gave "Rock-A-Bye Baby" three sparkling stars; the Herald Tribune speaks of "very funny sight gags"; the Mirror reports a typical Jerry Lewis "fun-fest"; the Journal-American speaks gaily of "Lewis on the Loose," and concludes by saying, "Any way you look at it, 'Rock-A-Bye Baby' is bound to rock you with laughter."

RIGHT

Here are the fans who were right on hand at the New York State ready to welcome Jerry Lewis' newest comedy.

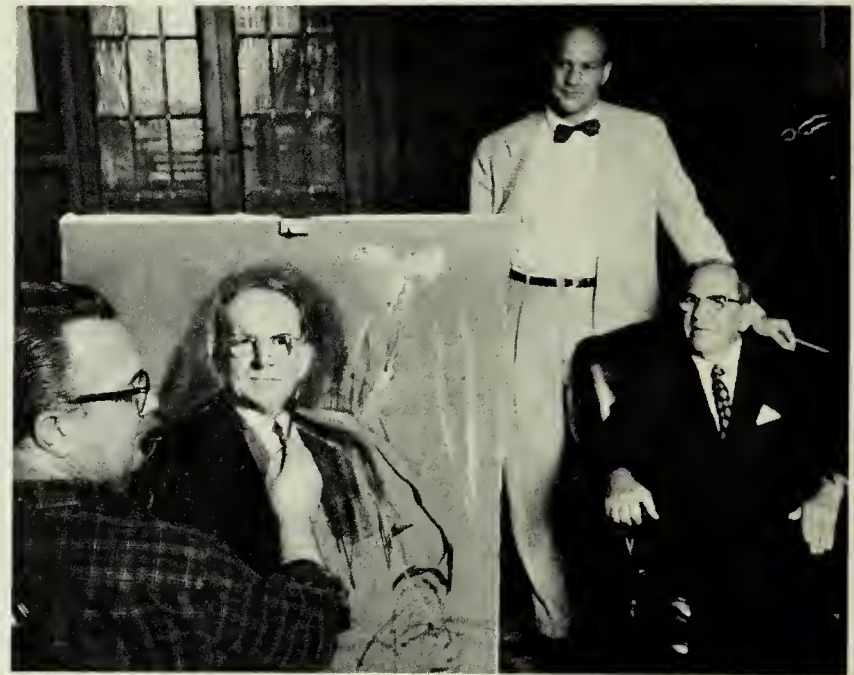
Paramount's "Houseboat" is spotlighted in the August issue of Woman's Day, the multi-million circulation magazine sold through the A & P stores. Article by Hollis Alpert is based on an interview with Cary Grant who stars in the Shavelson-Rose production with Sophia Loren.



Adolph Zukor was recently paid high honor by The Lambs, America's eminent Theatrical organization, and was made the recipient of a silver tray bearing this inscription:

ADOLPH ZUKOR, with the admiration of The Lambs for his distinguished pioneering in the Entertainment World.

The Lambs
May 10, 1958



Louis C. Phillips, Vice-president of Paramount Pictures Corp., and head of the company's legal department, sits for his portrait in oils. Artist is the renowned Lajos Markos. Standing beside Mr. Phillips is Leonard Kaufman, eminent member of the legal department of Paramount.

The portrait was later presented to Mr. Phillips by the law firm of Phillips, Nizer, Benjamin, Krim and Ballon, on the 32nd anniversary of the founding of the firm by Mr. Phillips. Mr. Nizer, on behalf of the firm, made the actual presentation.

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Six hundred ninety eight lines, 34.95 per week; Six hundred ninety nine lines, 35.00 per week; Seven hundred lines, 35.05 per week; Seven hundred one lines, 35.10 per week; Seven hundred two lines, 35.15 per week; Seven hundred three lines, 35.20 per week; Seven hundred four lines, 35.25 per week; Seven hundred five lines, 35.30 per week; Seven hundred six lines, 35.35 per week; Seven hundred seven lines, 35.40 per week; Seven hundred eight lines, 35.45 per week; Seven hundred nine lines, 35.50 per week; Seven hundred ten lines, 35.55 per week; Seven hundred eleven lines, 35.60 per week; Seven hundred twelve lines, 35.65 per week; Seven hundred thirteen lines, 35.70 per week; Seven hundred fourteen lines, 35.75 per week; Seven hundred fifteen lines, 35.80 per week; Seven hundred sixteen lines, 35.85 per week; Seven hundred seventeen lines, 35.90 per week; Seven hundred eighteen lines, 35.95 per week; Seven hundred nineteen lines, 36.00 per week; Seven hundred twenty lines, 36.05 per week; Seven hundred twenty one lines, 36.10 per week; Seven hundred twenty two lines, 36.15 per week; Seven hundred twenty three lines, 36.20 per week; Seven hundred twenty four lines, 36.25 per week; Seven hundred twenty five lines, 36.30 per week; Seven hundred

NEW YORK LOCALE SPARKS "THAT KIND OF WOMAN"

The city's excitement crept right onto the film of *THAT KIND OF WOMAN*, shot here this summer. Matching superb direction of Sidney Lumet, '58 Academy Award nominee, was cast's equally superb cooperation -- topped by stars Sophia Loren, Tab Hunter, George Sanders, Barbara Nichols, Keenan Wynn. Created: moving love story -- sparkling and suspenseful and entertaining -- just as producers Ponti and Girosi imagined it when they chose it for Miss Loren's Paramount schedule.

Shooting took two months among city's skyscrapers and piers, from Central Park to Greenwich Village, and interiors were shot at Gold Medal and Movietone studios.

Sophia -- an exotic regal beauty yet friendly, vivacious, magnetic -- is summed up by Keenan Wynn as "fabulous." Between shooting sessions she sheds Edith Head's beautiful costumes to relax, barefoot, in cotton blouse and jeans, while listening to jazz. Brought Dior dresses for her stay, finds the city reminds her of Rome, hopes to return to sightsee, did manage to wade in Central Park pond with director Lumet. As for combining career and marriage: "Work is work and marriage is marriage."

"Baby" is Lumet's nickname for Sophia. A "fireball" almost constantly moving, Mr. Lumet brings all his energy and ability to his job and cast responds enthusiastically. Usually stripped to waist under the lights, jeans attired, Lumet is regarded as an "actors' director," working for depth of characterization. Keenan Wynn remarked "You work with him," and Tab Hunter pointed out



GREENWICH VILLAGE'S Mulberry Street is the background; center of scene is action: Sophia Loren "battling" small boy with Tab Hunter as amused spectator; and in foreground are the camera, director Sidney Lumet beside it, and location crew.

his emphasis on details: "He finds the best thing to do in each scene."

Tab, who speaks with disarming directness, added that he's "never enjoyed a picture so much. I hate to see it end." And George Sanders said he considers it "exhilarating!"

For Tab and Barbara Nichols the roles are the best they've had so far. Tab plays a young soldier who falls in love with Sophia during a train trip, and Barbara is her girlfriend, "a more than one dimensional character."

The movie's a real opportunity, too, for Jack Warden, who plays Tab's buddy, a serious young actor who's been piling up television, stage and movie credits.

CENTRAL PARK'S greenery is appropriate setting for blossoming romance. Director Lumet outlines action to Sophia Loren and Tab Hunter.



"I am a heavy," says Wynn of his role as "bodyguard" to Sophia -- though he admits it's a rather "sympathetic" role: "I'm really in love with Sophia."

And George Sanders -- off-stage quiet, witty, urbane -- plays a suave New Yorker with "not much wit."

Using a seven-day pre-production rehearsal kept shooting schedule running smoothly. With Ed Fay of New York office, "Doc" Erikson, production manager set up locations in city and found both city officials and citizens whose private property was involved most cooperative. A Staten Island ferry boat was loaned with the provision that some passengers be taken along. No complaints from them.

Photographer Boris Kaufman who shot Hoboken so realistically for "On the Waterfront" is handling New York with equal skill.

Extensive television and radio coverage and stacks of press clippings have already started spreading the good word about *THAT KIND OF WOMAN*, and the producers say they're "very happy" to know its distribution will be in the hands of the "excellent" Paramount selling organization.

--Page by Ann Usher.

FILM EVENTS IN GREAT BRITAIN STRESS THE SHOWMANSHIP ANGLE



LONDON - The number of British schhols now making it possible for groups of children to see "The Ten Commandments" is legion. Here is one typical group at the Plaza Theatre. Happy pupils are from Our Lady's High School, West Hill, Dartford, Kent. The fact that these groups attend matinees, during actual school hours, is indicative of the importance given the Cecil B. DeMille picture by the school authorities.



HOLLYWOOD - These two charming young ladies will be eager to see the Hal Wallis production, "Last Train From Gun Hill," when it gets to London. They are Mary Lyons, at left, and Mrs. Pat Appleyard, and they are the daughters of Sir William Lyons, Chairman of the Board and Managing Director of Jaguar Motors. In the scene at left they are speaking with Hal Wallis; in the other scene they are with Earl Holliman, featured member of the exciting film's cast.



LONDON AIRPORT - En route to Hollywood following a visit to the Spanish Film Festival at San Sebastian, Alfred Hitchcock arrives in London for press interviews on "Vertigo" prior to the premiere of the thriller at the Odeon on August 7th.



LONDON - Very early in the presentation of "The Ten Commandments" in England, the Cecil B. DeMille production received the endorsement of the British Armed Services. Shown above, at the Plaza, is a group of young cadets of the King's Royal Rifles attending one of the regular matinee screenings.



GLASGOW - One of the many fine factors contributing to the inspiring scene at left, according to Paramount's Glasgow Manager, James A. Gibson, was showmanship of the type of the above window display at the Lewis Department Store on busy Argyle Street.



GLASGOW - In this queue (it forms twice a day every day), is the 100,001st patron to see "The Ten Commandments" at the Gaumont Theatre here. Picture was taken on the 49th day of the engagement, and as Public Relations Officer Jack Upfold reports, "The film continues to break the all-time Scottish records," both as to attendance and box-office receipts.

RIGHT

NEWCASTLE - When the spectacular "Omar Khayyam" played the Odeon here, the Cash Carpet Company realized such a natural tie-up, that they devoted all three of their fine windows to an endorsement of the picture.



THE GUILDHALL,
SWANSEA

28th May, 1958.

Dear Mr. Upfold,

I thank you for the opportunity which you gave the Mayor and myself to view the film "The Ten Commandments". It was a wonderful experience, and I am quite certain it will attract a very large number of people when it is shown at Swansea.

Once again, on behalf of the Mayor and myself, I thank you, and wish the film every success.

Yours sincerely,

William Evans
Mayor.

J.S. Upfold, Esq.,
Public Relations Officer,
Paramount Film Service Ltd.,
162-170, Wardour Street,
LONDON, W.1.

SWANSEA - This was the very fine tribute paid "The Ten Commandments" by His Honor the Mayor of Swansea.

STUDIO CLUB MAINTAINS SPIRITED ACTIVITY WITH SOFTBALL AND SPORTS CAR EVENTS..... AND A WONDERFUL PICNIC



A couple of Paramount's promising young players are eager supporters of the Jerry Lewis team. They are Connie Stevens and muscle-flexer Peter Baldwin. Miss Stevens did very nice work in Jerry's picture, "Rock-A-Bye Baby," and is also to be seen in "The Party Crashers."



The Nick Castle Team, which last year won 9, lost 0 -- a new record. Standing, from left: Bill Andrews, Jerry Smith, Mascot Virginia Sable, Director Tom Gries, James C. Rodrigues --- and an interloper, a Jerry Lewis player, Comedian Minkler. In front: Rocky Mariana, John Barbour, Dick Ramirez, Manager Earl Ramirez.

Following the Sierra Sky Ranch Rallye which climaxed the sports car outing, there was the presentation of annual trophies to those drivers who have the highest number of points earned throughout the year, by working or participating.

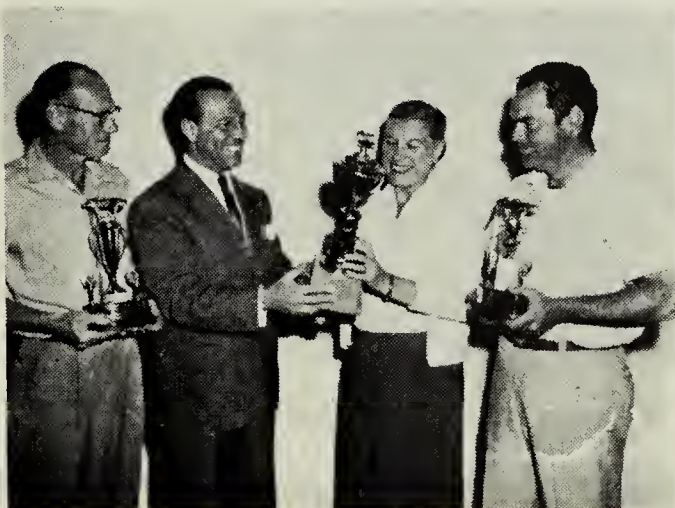
At left, Luigi Luraschi is presenting 1st place trophy to Lucille Marschalk, with Gene Merwin (left) getting 2nd. place and Bob Lane (right) awarded 3rd place....At right, Lillian Love and Lucille Marschalk check points with club president Dick Love.

Presented here are some of the many aspects of studio conviviality and the joy of working as a team.

Paramount Parade



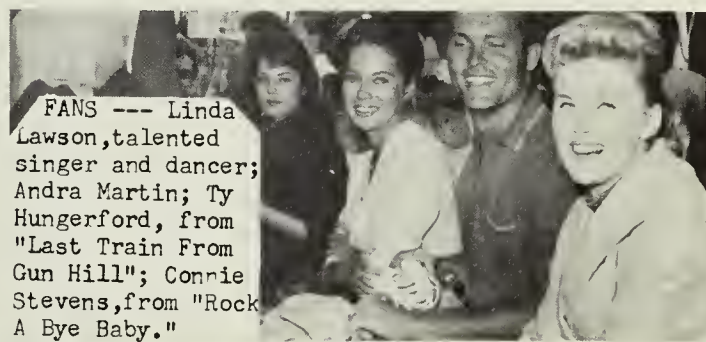
This cover of the August issue of Paramount Parade, the always interesting publication of the Hollywood Studio, reflects the gaiety and happiness of the studio Paramounteers on the occasion of the annual Picnic.... This was held July 12th at Sunland Park and was attended by many hundreds of members of the Studio Club. Several pages of Paramount Parade were devoted to picturing the activities.



The Studio Club's Softball League activities are headline news once again, and in the forefront of the news is the Perlberg team, sponsored by William Perlberg and George Seaton. Here in the centre are George Seaton (left) and William Perlberg. At right is Beverly Palmatier, Mascot of the team, and at right is Alec Maxwell, the team's manager.



The Perlberg-Seaton Team includes Bud Pennell, Chas. Bernstein, Mark Russell, Mascot Beverly Palmatier, Pitcher Bob Palmatier, Ed. Abbott, Joel Evans, Mike Mattera, Manager Alec Maxwell (and of course Sam Vitale, who was absent when the picture was shot).



FANS --- Linda Lawson, talented singer and dancer; Andra Martin; Ty Hungerford, from "Last Train From Gun Hill"; Connie Stevens, from "Rock A Bye Baby."

Day and Night In Any Light "Tempest" Is A Thrilling Sight!



Romance flourishes amidst
the chilling terror.....

Her
a wi



Through the ghostly, baleful
glare of the moon, the Cossack
hordes ride to the slashing attack.

GEORGE WELTNER AND RUSSELL HOE
"T E M P E S T" IN WHAT AMOUNTS TO
LENGTH AND THEY HAVE NOTHING BUT TH
THE SPECTACULAR MERITS OF THE PICTU
ITS ENTERTAINMENT VALUES.....OPINIO
HAVE IN THIS GIANT FILM ANOTHER OF
GREATS.....AND IT IS NOT TOO EARLY
THE PICTURE IS GOING TO BE PRE-SOLD
WITH ITS EVERY FACET OF GREATNESS

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"T E M P E S T" is a Dino De Laurentiis
production for release throughout a major
portion of the world by Paramount....Stars
are Silvana Mangano, Van Heflin, Geoffrey
Horne, Oscar Homolka, Viveca Lindfors,
Agnes Moorehead, Robert Keith, Helmut Dan-
tine and many others....It is a mighty
production from every standpoint.



Over the plains, in
the blaze of the day,
the attackers ride to
their brutal tasks.



band about to die,
bids him farewell..



The servant begs clemency
from the conqueror.....



Her father executed -- to
whom can she turn?.....

"TEMPEST" VIGNETTES



Fire and sword and the fury
of the Cossack terror.....



Pugachev roars his armies
on to victory.....



On into another
night -- and then ahead
of them their objective
-- the doomed Fortress
of Bjalogorsk.....This
was to be the showdown!

The possibility of succeeding even occasionally in getting students to want to develop fully their intellectual powers is more wonderful to me than the possibility of launching any number of sputniks.

-Julian Harris

C'EST EN PARLANT DE LA NOUVELLE ET MERVEILLEUSE PRODUCTION QU'EST DECRIT L'AVENIR DE PARAMOUNT

A la fin du mois dernier s'est tenue à Hollywood une réunion de la plus extrême importance. Y assistaient, sous la présidence de M. Y. Frank Freeman, vice-président de Paramount chargé de la production, les directeurs des studios, ainsi que le Président Barney Balaban, George Weltner, vice-président chargé de la vente pour le monde entier, Russell Holman, représentant des studios à New-York et Jerome Pickman, chargé de la publicité et de l'exploitation. On a passé en revue les nouvelles productions actuellement en cours de tournage ou en cours de montage. On a établi des plans pour dresser une imposante

"Vertigo" Awarded San Sebastian's Silver Sea Shell

A cable from John B. Nathan in Paris to James E. Perkins in New York reports:

"VERTIGO" AWARDED SILVER SEASHELL AT SAN SEBASTIAN FILM FESTIVAL. THIS IS SECOND PRIZE. JAMES STEWART WON AWARD FOR BEST MALE INTERPRETATION.

(First prize, the Golden Seashell, was won by a Polish film by the narrow margin of one jury vote.)

liste de films qui va jusqu'en 1960 et au-delà. On a révélé des détails concernant de nouveaux arrangements pour la distribution de films éminents, produits par des indépendants, mais que Paramount présentera à travers le monde. On trouvera par ailleurs dans ce numéro du Paramount World le résumé des décisions les plus importantes qui sont intervenues pendant cette réunion, qui constitue l'un des événements marquants de l'histoire de Paramount.

Immédiatement après Hollywood, M. Weltner s'est rendu directement à Rome pour y voir le dernier montage de la production Dino de Laurentiis "La Tempête". Nous avons donné, le mois dernier, la première opinion de M. Weltner sur la puissance et la valeur dramatique de ce grand film et nous sommes heureux d'annoncer dans ce numéro que ce film est encore plus gigantesque à tous les points de vue que nous l'avions dit. M. Weltner voudrait que fût reconnue et établie partout l'extraordinaire grandeur de cette production. Car il s'agit-là, en vérité, d'une oeuvre cinématographique dont tous les écrans du monde attendent avec impatience la sortie prévue pour la fin de cette année.

Le film "Les Flibustiers" doit être également mentionné dans la production Paramount. Il sortira en 1959 avec tout l'éclat voulu. En dehors de sa puissance, il faut rappeler que ce film comporte, du point de vue du public, l'une des distributions les plus sensationnelles qui aient jamais été réunies. Yul Brynner, Charlton Heston, Charles Boyer, Claire Bloom font à eux seuls de cette production un film hors série pour les spectateurs. En outre, ajoutons qu'il est dirigé par Anthony Quinn, produit par Henry Wilcoxon et qu'il a bénéficié de l'appui génial de Cecil B. DeMille. Voilà qui nous fait bien augurer de l'année 1959 qui débutera ainsi sous les auspi-



"The Trap," which is being filmed under conditions modestly described as 'hellish,' is already regarded as one of the punchiest thrill films in a lot of Paramount years. This jeep shot has Richard Widmark delivering Lee J. Cobb to what he believes is a police patrol - only to have the switch of all switches pulled.

ces les plus prometteurs.

Depuis de longues années, aucune production n'a suscité autant d'intérêt que le tournage à New-York, de "That Kind of Woman", avec Sophia Loren, tant du point de vue du public que de celui de la presse. Une telle publicité a été donnée à cet événement, que les New Yorkais tirent un orgueil personnel de ces prises de vues. Ils sont persuadés que ce film montrera au monde entier chaque facette de leur ville et, de ce fait, ils en éprouvent une immense satisfaction. D'autre part, la réunion dans un même film de grandes vedettes, telles que George Sanders, Tab Hunter et Keenan Wynn prouve assez qu'il s'agit d'un spectacle très divertissant.

Et, à propos de Sophia Loren, il semble que le moment soit venu de mettre en valeur cette actrice, publicitairement parlant. Nous vous rappelons à ce sujet qu'elle est la principale interprète de quatre de nos films : "Désir sous les Ormes", "Houseboat" avec Cary Grant, "L'Orchidée Noire" avec Anthony Quinn et "That Kind of Woman", le dernier en date.

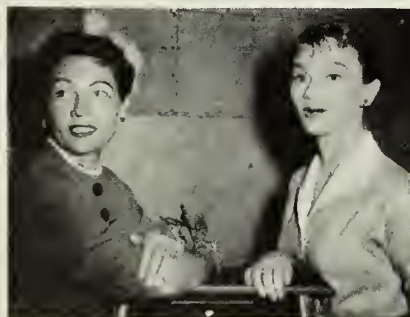
Deux autres faits importants méritent d'être signalés dans ce numéro. En premier lieu, notre article spécial consacré à l'ouverture de nombreuses nouvelles salles qui s'érigent un peu partout. En second lieu, la continuation du miracle des "Dix Commandements" dont, dans certains endroits, l'exploitation dure depuis près d'un an, comme vous pourrez le lire dans des rapports provenant de différentes parties du monde. Il s'agit bien là d'un "film miracle", non seulement pour Paramount, mais pour l'univers entier.



Richard Widmark and Lee J. Cobb in the aftermath of the thrilling plane crash... one of the highlights of "The Trap."



HOLLYWOOD - On set of "The Geisha Boy," noted French artist Poucette is shown picture-making by Director Frank Tashlin, at right, and co-star Sessue Hayakawa. At top, Star Jerry Lewis takes over as guide and mentor. Fashion attire of Poucette seems to have made an immediate hit.



HOLLYWOOD - Jennie Dhont, representative of Cine Revue of Belgium, interviews Gloria Talbott, star of "I Married A Monster From Outer Space" on the picture's set.

In America there are two classes of travel - first class and with children.

- Robert Benchley

London Loves Lewis

The Daily Cinema has this to say about Jerry Lewis' "Rock-A-Bye Baby":

The best Jerry Lewis solo yet, with songs, romance and lots of laughs - a most enjoyable comedy booking for the legion of Lewis fans and for family audiences everywhere.



Shirley MacLaine and Anthony Perkins appear to have become entangled in one single garment in this hilarious scene from "The Matchmaker."



DES MOINES, Iowa - One of the most effective window tie-ups seen in these parts in a long while was this one secured in a local music store during the run of "St. Louis Blues" at the Paramount Theatre. Responsible for the fine showmanship was Don Knight, ace publicist of American Broadcasting-Paramount Theatres, Inc.



BOSTON - Prominent New England exhibitors attend a testimonial luncheon in honor of Edmund C. DeBerry, recently promoted as Assistant to Eastern Sales Manager Hugh Owen, with headquarters in New York. Gourmet DeBerry is both host and guest of honor as he serves, from L. to R.: Arthur Lockwood, Lockwood and Gordon Circuit; Jerry Govan, film buyer for New England Theatres; Michael Redstone, Redstone Management; Winthrop Knox, Ramsdell Theatre Circuit; Hugh Owen, Vice-Pres., Paramount Film Distributing Co.; and Branch Manager Henry Germaine.

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More Joy for The Jerome Pickmans....

A daughter, Margaret Ann, was born to Mr. and Mrs. Jerome Pickman of 2 Sutton Place South, New York City, on August 2, 1958, at Rockaway Beach Hospital. The couple has another daughter, Patricia Flo. Mr. Pickman is Paramount Film Distributing Co. vice-president in charge of Paramount advertising, publicity and exploitation.

Mrs. Pickman is the former Miss Minette Gordon, daughter of Dr. and Mrs. Herbert Gordon of 179 Beach 66 Street, Rockaway Beach, New York.

LEFT

Susan Hayward, who began her glamorous film career with Paramount, returns in glory to co-star with Jeff Chandler in "Thunder In the Sun," now being filmed in Hollywood.

THE Film DAILY

Tuesday, August 5, 1958

"The Matchmaker" Grosses Enthuse Para. Home Office

Boxoffice results of "The Matchmaker" in Chicago, Philadelphia and Los Angeles led Paramount yesterday to list the pic made by the late Don Hartman "as certain to be one of the biggest grossing films of 1958."

"The Matchmaker" got \$3,800, the highest opening day gross in the history of the Esquire Theatre in Chicago, and in the first three days played to \$14,500, pointing to a first week record figure. The Viking Theatre, Philadelphia, chalked up \$10,000 for the first three days and in Los Angeles, where the picture is being held for a third week, beginning tomorrow, the second week at the Fine Arts Theatre is expected to exceed the excellent \$10,000 initial week.

This week the pic opens in the Golden Gate Theatre, San Francisco; the Little, Baltimore, and Keith's, Cincinnati.

This reproduction from the columns of the August 5th Film Daily marks the beginning of a tide of wonderful news running in behalf of "The Matchmaker." The fact of the matter is that "The Matchmaker" happens to be nothing but very wonderful entertainment - just that!



DES MOINES, Iowa - Effective decoration on the entrance doors of the Paramount Theatre here called unmistakable attention to "St. Louis Blues."

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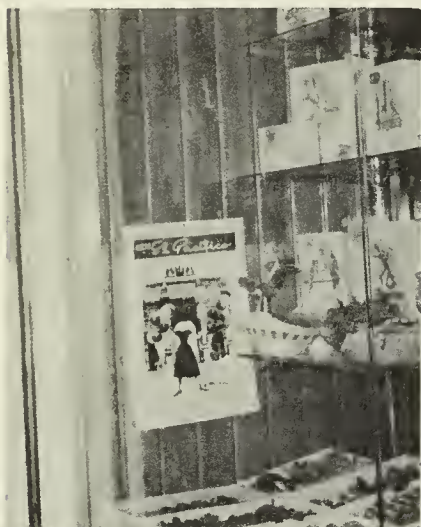
And now Sapporo.....

Another triumph in Japan has been registered by "The Ten Commandments." This time in the northern city of Sapporo. General Manager N. Metori has enthusiastically cabled to Paramount International president, James E. Perkins, this message:

"COMMANDMENTS" SAPPORO SHOCHIKUZA OPENING DAYS GROSS ALLTIME HIGH. ADVANCE SALE ALREADY 20,984 TICKETS. BOTH FIGURES UNPRECEDENTEDLY HIGH IN SAPPORO.

It should be noted that the opening day's figure was approximate the business for one-half of an average week's full business.

The function of genius is not to give new answers, but to pose new questions which time and mediocrity can resolve.
-H.R. Trevor-Roper



LIMA, Peru - Opening of the magnificent new "El Pacifico" Cinema saw one of the finest showmanship campaigns in this city's history. Stores by the score participated with fine window displays. Here is a candy store on one of the main thoroughfares...



...And here is one of the foremost women's apparel stores in Lima with due notice of the premiere of the "El Pacifico," showing "Funny Face" as its opening attraction.



SAN JUAN, Puerto Rico - Notables at the premiere of "The Ten Commandments" at the Metropolitan Theatre: Rev. Father Quevedo, S.J., Director of the Catholic Center at the University of Puerto Rico, with Paramount Manager Frank J. Planas.



VERDEJO - "Hoyde hizo cuatro marchas y tres araba de hacer ocho. ¿Cuántas hará Popeye Alessandri?"
DOMESTIC - "Para mi que va a hacer una no más de su casa a la Alameda."

SANTIAGO, Chile - The popularity pull of Popeye is still mighty powerful in this part of the world, judging from this almost-full-page cartoon in El Diario Ilustrado. It is a political cartoon bearing on the upcoming Presidential election, and the character of Popeye is identified very strongly with one of the candidates.

Manager Juan Laupheimer, in forwarding the cartoon, points out that the word on the traditional spinach can means "prestige."

EXCELENTE NUEVO PRODUCTO AUGURA BRILLANTE FUTURO

A últimos del mes pasado se celebró en Hollywood una importante reunión de los ejecutivos de la Paramount, a la que asistieron, además de Y. Frank Freeman, Vicepresidente a cargo de Producción, y otros jefes del estudio, el Presidente de Paramount Pictures, Barney Balaban, el Vicepresidente y director mundial de ventas, George Weltner; Russell Holman, representante del estudio en Nueva York, y Jerome Pickman, a cargo de Publicidad, Anuncios y "Showmanship". En esta reunión se estudió el nuevo producto en plan de producción, o de edición; se ultimaron los planes para la realización de un importante número de nuevas películas, que alcanza más allá del año 1960, y se dieron a conocer ciertos detalles de un nuevo arreglo de distribución de las principales películas realizadas por productores independientes, distribuidas en el mundo entero por Paramount. . . En otra página de este boletín damos a conocer al paramountista los puntos sobresalientes de esta reunión, la cual, dada la importancia de las decisiones en ella acordadas, promete ser una de las más significativas en la historia de la Paramount. Terminada la reunión en Hollywood, Mr. Weltner partió directamente para Roma a fin de ver la versión final de la producción de Dino DeLaurentiis "Tempest" ("Tempestad"). El mes pasado publicamos una opinión provisional de Mr. Weltner acerca del valor artístico y taquillero de esta gran película, y este mes tenemos la satisfacción de afirmar que, en su versión final, esta película promete ser un espectáculo más formidable y gigantesco de lo que se esperaba. El Sr.

Weltner nos insta a hacer constar que "Tempest" es una película de gran valor internacional, destinada a ser muy bien recibida por los públicos del mundo entero. Su estreno se efectuará a fines de este año. . . Otra producción que merece toda la atención del paramountista es "The Buccaneer" ("El Bucanero"), cuyo estreno, en 1959, será precedido de una gran campaña de publicidad. Además de la grandeza épica de esta película, cabe tener en cuenta que ofrece uno de los repartos de mayor atractivo taquillero que hemos tenido en muchos años: Yul Brynner, Charles Boyer, Charlton Heston y Claire Bloom, sus cuatro principales intérpretes, son, de por sí, garantía de un gran éxito de público y de taquilla. La película, dirigida por Anthony Quinn, y producida por Henry Wilcoxon, tiene, además, la ventaja de haber sido asesorada, en todo momento, por el veterano cinematografista Cecil B. DeMille, todo lo cual augura un triunfal 1959 desde su comienzo, que es cuando se estrenará este gran espectáculo.

. . . Hace años que la realización de una película rodada enteramente en Nueva York había llamado tan poderosamente la atención de la prensa y del público en general como ha sucedido con "That Kind of Woman" ("Esa clase de mujer"), con Sophia Loren de protagonista femenina. El rodaje de esta película en la gran ciudad de los rascacielos ha sido objeto de tanta publicidad, que los neoyorquinos parecen sentirse ya identificados con ella, como si presentiesen que esta producción mostrará los diversos aspectos de la vida en la gran urbe de acero como no se había intentado hasta ahora. Y el paramountista tendrá la satisfacción de saber que esta película será un excelente espectáculo de gran atracción taquillera internacional. Secundan a Sophia Loren en los papeles principales de esta película, George Sanders, Tab Hunter y Keenan Wynn. Y hablando de Sophia Loren, creemos que sería conveniente activar, desde ahora, la publicidad de esta estrella, pues hay que recordar que Paramount tiene cuatro películas en cartera con esta insigne actriz italiana: "Deseo bajo los



SAN JUAN, Puerto Rico - Sign across 4-lane, heavily-travelled avenue, carried word of "The Ten Commandments" for 3 weeks prior to opening.

"olmos", "Houseboat" (literalmente "Casa a flote"), con Cary Grant; "The Black Orchid" ("La orquídea negra"), y "That Kind of Woman". . . Este número de Paramount World contiene dos otros asuntos de capital importancia: El uno es un artículo especial sobre los magníficos nuevos teatros que siguen construyéndose en todas partes del mundo, con excelentes resultados económicos. El otro es la continuación del 'milagro' de "Los Diez Mandamientos", manifestado en los reportajes especiales procedentes de distintos países, en los que esta gran producción de Cecil B. DeMille está completando programaciones que rayan en el año de permanencia en las carteleras. Esta es, verdaderamente, la película 'milagro', no sólo para la Paramount, sino para el mundo entero.

THE LATIN AMERICAN SCENE DOMINATED BY "THE TEN COMMANDMENTS"



MONTEVIDEO, Uruguay - Uruguay's President Carlos L. Fischer, and Mrs. Fischer, being escorted into the Trocadero's premiere presentation of "The Ten Commandments" by Sr. W. Soler, left, manager of the theatre. At right is Miss Elida Gonzalez, Paramount's director of publicity in Buenos Aires.



MONTEVIDEO - Also at the Trocadero's premiere of "The Ten Commandments" were, from left: Paramount Managing Director Hugo Stramer, Foremost Exhibitor F. Lococo, Miss Gonzalez, Dr. Carlos Ramella, general manager of the Glucksmann Circuit; and Latin American Division Manager Henry B. Gordon.



SANTIAGO, Chile - Capitalizing on the school vacations and the availability of many thousands of young film fans, the 'subsequent run' houses of the Betteo Circuit gave saturation release to both "Hollywood Or Bust" and "Loving You." Both films created limitless queues wherever shown, and as Paramount Manager Juan Laupheimer (who took a whole series of queue pictures with his own camera) reports, ".....the grosses reported on the individual showings of these pictures were terrific and established new records in every instance."



BRAZILIAN SACK WEARER
WINS A VERY CELEBRATED
HAT OF A STAR.*****



SAO PAULO, Brazil - Highspot of the special charity gala premiere of "Funny Face" was the awarding of an actual hat worn in the picture by Audrey Hepburn, to one of the lucky attendees in the audience of the Cine Marrocos. Here the fortunate young lady, at left, is receiving the hat from Mrs. Antonio Prudente, the patronesse of the charity. Mighty showmanship event was co-organized by Paramount and the publishers of the celebrated Cinderella Magazine.

MONTEVIDEO, Uruguay - Our cable flash of last month regarding the triumph of "The Ten Commandments" at the Trocadero Theatre here, is told this month in pictures. Above is seen the Trocadero's glowing front by night.



Here is the magnificence of the Trocadero's foyer, with special illumination of the panels of the film's principals over the entrance doors.



MONTEVIDEO, Uruguay - And here is the Trocadero's foyer filled with some of the countless thousands who have bought tickets to see "The Ten Commandments."



BOGOTA, Colombia - Expert showmanship characterized the day-and-date premiering of the Lana Turner picture, "Another Time, Another Place" at the El Cid and Palermo Cinemas here. Widespread posterage, special press reviews, radio and window displays all did major service in premiering the film.

President Chiang Loved "H. O. B."

In the Screening Report received from Taiwan, Manager Andrew T. Fan comments on "Hollywood Or Bust" as follows:

The picture received great compliments from President Chiang Kai-Shek following the private screening for him. He stated that it was one of the best film comedies he had ever seen.

The Chinese title for the picture, incidentally, is "Crazy Movie Fans."



IL FUTURO DELLA PARAMOUNT ESPRESSO IN TERMINI DI SPLENDIDI NUOVI FILM

Alla fine dello scorso mese ha avuto luogo a Hollywood un'importantissima riunione degli alti dirigenti della Paramount a cui hanno partecipato, insieme a Mr. Y. Frank Freeman vice-presidente incaricato della produzione ed altri funzionari dello Studio, i seguenti capi della Sede di New York: il Presidente Berney Belaben, il vice-presidente e direttore commerciale mondiale George Weltner, il rappresentante dello Studio a New York Russell Holman, nonché il direttore dell'ufficio Pubblicità e Lanciamenti, Jerome Pickman. In detta riunione sono state prese in esame tutte le pellicole attualmente in corso di lavorazione o montaggio, definiti i piani per la realizzazione di un'imponente serie di nuovi film di qui al 1960, nonché resi noti i dettagli relativi a nuovi accordi circa la distribuzione mondiale da parte della Paramount di ottimi film di produttori indipendenti. In altra pagina vi diamo un resoconto dei capisaldi di questa riunione la quale può considerarsi come uno degli eventi più importanti e significativi nella storia della nostra Casa.

Della conferenza di Hollywood Mr. Weltner è partito direttamente alla volta di Roma onde visionare la versione finale del film di Dino De Laurentiis, "TEMPEST". Già lo scorso mese vi abbiamo trasmesso quella che era stata la prima impressione di Mr. Weltner circa l'imponenza e la bellezza di questa grande produzione, ed ora siamo lieti di effermare che, nella

TOP AND BOTTOM of this page depict what happens in "The Black Orchid" when the very much in love man played by Anthony Quinn persuades the very much in despair woman played by Sophia Loren, to depart from her grief and dance, with complete abandon, one of the gayest and fastest mambo's you've ever seen danced.

sua versione finale, questa pellicola promette di essere uno spettacolo di proporzioni veramente gigantesche. Mr. Weltner raccomanda per tanto di prender nota che si tratta di un lavoro proprio magnifico che sarà senza dubbio accolto dal pubblico di tutto il mondo col più schietto entusiasmo quando uscirà verso la fine dell'anno.

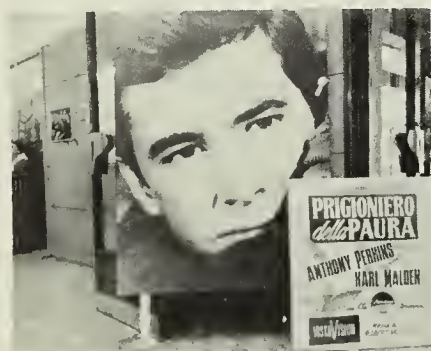
Altro lavoro che merita particolare menzione è "THE BUCCANEER", destinato ad aprire il 1959 con un successo inaudito. Oltre alla grandezza epica del film in sé, c'è anche il fatto che esso è interpretato da un insieme d'artisti il cui richiamo di cassetta non ha visto l'uguale in diversi anni. I nomi di Yul Brynner, Charlton Heston, Charles Boyer e Claire Bloom sarebbero già sufficienti a garantire il successo del film al botteghino. Ma bisogna poi anche aggiungere che la pellicola è diretta da Anthony Quinn e prodotta da Henry Wilcoxon, sotto la vigile e geniale guida di Cecil B. DeMille. Meglio di così per cominciare il 1959 non si poteva davvero desiderare!

Erano anni che un film in lavorazione a New York non attirava l'attenzione della stampa e del pubblico così come ha fatto l'attuale pellicola di Sophia Loren, "THAT KIND OF WOMAN". Tale è stata la pubblicità creata men meno intorno a quest'evento che i newyorkesi hanno quasi acquistato un senso di orgoglio e soddisfazione personali per questo film che essi intuiscono mostrerà al mondo i diversi aspetti della loro "big city". Altro motivo di soddisfazione.

(Continua a Page 28)



MILAN - This effective window tie-up for "Short Cut To Hell" shows where this Paramount picture originated -- in Graham Greene's unforgettable "This Gun for Hire."



ROME - This massive still from "Fear Strikes Out" ("Prisoner of Fear") in the main lobby of Rome Theatre got plenty of film fan attention.

Can you walk on water? You have done no better than a straw. Can you fly in the air? You have done no better than a blue-bottle. Conquer your heart; then you may become somebody.

-Ansari of Herat





Even Better
for
"The Black
Orchid".....

First check of the preview cards on the Los Angeles screening of "The Black Orchid" (co-starring Sophia Loren and Anthony Quinn), revealed an audience rating of 85.7%, which is extraordinarily high.

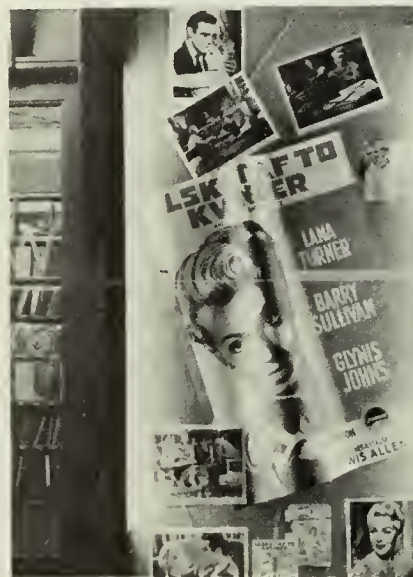
Then a further 38 cards came in by mail, and these were so outstanding that they raised the preview rating, overall, to an unprecedented 87.3%.

COPENHAGEN - Indicative of the great and growing interest in film personalities is the inauguration, by the biggest weekly magazine in Denmark - Familie Journal, circulation 288,000 - of a portrait and biography section covering the film world's top 40 stars.

Among the four leading off the series (to run 10 weeks), are Elvis Presley and Anthony Perkins.



STOCKHOLM - The Number One columnist of show business, Mr. Alf Montan, was on hand for the premiere of the latest Elvis Presley film, ready to report the event for the newspaper he carries under his arm - Expressen. His two blonde and beautiful daughters are with him.



COPENHAGEN - Fine window display in Thorning Music Shop on Vesterbrogade to announce the local showing of Lana Turner's "Another Time, Another Place."

SENASTE NYTT...

En viktig konferens hölls förra månaden i Hollywood. Det var Paramounts "studio executives" som sammanträffade för att dryfta vitala spörsmål. Bland de närvarande märktes Mr. Y. Frank Freeman, "vice-pres. in charge of production", med närmaste medarbetare, från New York anslöt sig president Barney Balaban och Mr. George Weltner, "vice-president in charge of world-wide sales" vidare Mr. Russell Holman som representant för New York Studio och Mr. Jerome Pickman, "in charge of Advertising, Publicity and Showmanship". Man diskuterade aktuella produktionsproblem och nya inspelningsplaner gällande en imponerande räkka filmer ända fram till år 1960 och ännu längre. Detaljer avslöjades också vad beträffar nya avtal om flera storfiler som Paramount kommer att distribuera. Allt om denna utomordentligt betydelsefulla konferens återfinnes i detta nummer.



MR. BARNEY BALABAN

Direkt från Hollywood-mötet avreste Mr. Weltner till Rom för att se TEMPEST, som Dino DeLaurentiis nu lägger sista handen vid. Att Mr. Weltner redan på ett tidigt stadium var på det klara med att denna film skulle komma att bli något alldeles extra framgick av förra numret av vår tidning, något som nu ytterligare bekräftar. Mr. Weltner är angelägen framhålla att han är storförnöjd med filmen, det är en imponerande skapelse av stort underhållningsvärde. Premiären beräknas kunna äga rum i slutet av detta år.

En annan storfilm värd att alldeles speciellt uppmärksammas är THE EUCCALIEER, som beräknas bli klar för utsläpp 1959. Förutom att det är en film av imponerande bredd och must har den en rollbesättning som i publikens ögon inte går av för hackor: Charlton Heston, Yul Bryn-

(Continuazione da page 26)

sfazione per tutti è il sapere che la pellicola è proprio divertente e che a fianco della Loren vi lavorano altri artisti di primo piano come George Sanders, Tab Hunter e Keenan Wynn.

A proposito di Sophia Loren, non occorre dirvi che questo è proprio il momento d'intensificare al massimo la pubblicità su questa ormai celebre attrice di cui la Paramount ha già ben quattro film da distribuire, cioè "DESIDERIO SOTTO GLI OLMI", "HOUSEBOAT" con Cary Grant, "THE BLACK ORCHID" con Anthony Quinn, e l'ultimo menzionato più sopra, "THAT KIND OF WOMAN".

Il presente numero di Paramount World contiene due altri argomenti di capitale importanza. Uno è un articolo speciale sui magnifici nuovi teatri che continuano a sorgere in tutte le parti del mondo, per il sempre maggiore diletto del pubblico. L'altro è la continuazione del "mirecolo" di "I DIECI COMANDAMENTI" attestato dai rapporti che ci pervengono da diversi angoli della terra dove questa superba produzione di Cecil B. DeMille sta completando programmazioni di ormai quasi un anno di durata. Un vero film "mirecolo", non solo per la nostra Merca, ma per il mondo intero!



ON THE SET OF "THE GEISHA BOY", Paramount Vice-president Y. Frank Freeman, right, in charge of the Studio, confers with Marie McDonald and Sessue Hayakawa.

ner, Charles Boyer och Claire Bloom; enbart dessa namn fullgod garanti för en kassapjäs. Kommer därtill att den är regisserad av Anthony Quinn, producerad av Henry Wilcoxon och tillkommen under Cecil B. DeMilles förfarna ledning. Ett av 1959 års stora triumfesser.

Inte på många år har en film blivit föremål för ett sådant intresse av hela New York City som Sophia Lorens THAT KIND OF WOMAN. Det har skrivits otaliga spaltmeter om den i New York-presen, dess handling speglar New York Citys facketterade liv. Newyorkborna ha en känsla av att vara personligt engagerade i saken och de är stolta över denna film, som har en fin rollbesättning med George Sanders, Tab Hunter och Keenan Wynn i spetsen.

På tal om Sophia Loren, ja. Det är hög tid att börja bana vägen för denna populära stjärna, publicity-mässigt sett. Vi har henne i inte mindre än fyra filmer: först DESIRE UNDER THE ELMS, så HOUSEBOAT med Cary Grant, följt av THE BLACK ORCHID med Anthony Quinn och till slut den ovan omtalade THAT KIND OF WOMAN.

Två saker i detta nummer är framför andra värda att väcka intresse. Det är en specialartikel om de nya förfäma biografer, som börja byggas litet varstans i världen, och en rapport rörande DE TIO BUDORDEN. Det kan nämnas att filmen på sina håll tangerar ettårsstrecket på en och samma biograf. Ja, DE TIO BUDORDEN är en mirakelfilm - ur flera synpunkter.

We need responsible readers just as much as we need responsible publishers.

-Arthur Hays Sulzberger

TOP CINEMATIC ACTIVITIES IN THE CONTINENTAL DIVISION.....



BEIRUT, Lebanon - Effective postering of "For Whom the Bell Tolls" brought the picturegoing crowds to the Casino Parisiana, to see the poster, and then to the Metropole to see the Gary Cooper-Ingrid Bergman film.



STOCKHOLM - Britta Borg, one of Sweden's most famous singing stars, is apparently under the spell of Elvis Presley after having seen and heard him in "Loving You" at the Anglais Theatre.



CAIRO, Egypt - Not even the stores of the opticians were overlooked in the showmanship campaign for "Spanish Affair" devised by Manager H. Donald Hunter.



PARIS - At Orly Airport, Mr. and Mrs. Alfred Hitchcock are met by Odette Ferry, at right. Bringing up the rear are Messrs. Hamel and Edouard de Segonzac. Mr. and Mrs. Hitchcock were en route to the San Sebastian (Spain) Film Festival. At the festival the producer-director of "Vertigo" received a fine ovation.

HELSINKI, Finland - "Mr. Rock and Roll" got plenty of showmanship attention from the music stores here when the Paramount music-film had its local release. Here's a display in the Fazer Store, foremost of the local music establishments.



AMSTERDAM - Holland's celebrated Tuschinski, one of the world's foremost theatres, has presented a host of great pictures in its almost forty years of film service. But it reached its most shining hour with the recent presentation of Cecil B. DeMille's mighty "The Ten Commandments." Here is the dignified and completely attention-attracting display on the front of the cinema, a display reaching almost four stories above the street.

"The Ten Commandments" is now continuing its run indefinitely at the Corso Theatre here, and is meeting with the same unqualified success which greeted it when it premiered so sensationally at the Tuschinski.



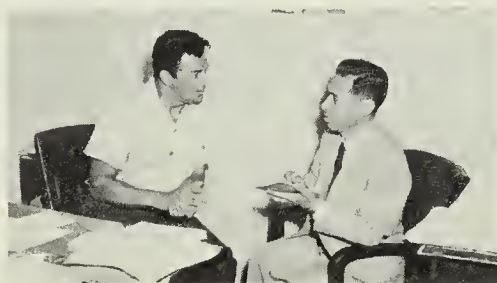
SAN SEBASTIAN - Arrival of the Paramount party from Paris to attend the Film Festival in this picturesque Spanish city. From the left: Mrs. Siter, Mrs. Hitchcock, Odette Ferry, Cecilia Mantua, in charge of Paramount publicity in Spain; Frank A. Siter, supervisor for Spain, Portugal and the Middle East; Alfred Hitchcock, and many journalists who were to witness the triumph of "Vertigo." This plane landing was in Biarritz.



HOLLYWOOD - Toshio Ise, director of publicity in Japan, got to really know the Paramount studio during his recent visit. Here he views part of "The Buccaneer" with Producer Henry Willcox and Berenice Mosk, writer of the script.



Here he stands at the portal of Cecil B. DeMille's office, the door bearing one of Japan's "Ten Commandments" posters.



He is now learning of Cornel Wilde's upcoming production projects.



Here he visits with Shirley MacLaine in the star portrait gallery....



HOLLYWOOD - As leading woman for Jerry Lewis in "The Geisha Boy," Miss Nobu McCarthy takes great pride these days in being considered a proficient guide to the studio. Here she is being guide to Mr. Yoichiro Kobayashi, son of Mr. Set-sutaro Kobayashi, Managing Director of the Fuji Photo Film Company of Japan. The senior Mr. Kobayashi was himself a studio visitor recently, and his son has been attending school in Los Angeles, but had never visited a film studio here.



HOLLYWOOD - Shirley MacLaine and Toshio Ise say "Sayonara!" at the Studio gates as Paramount's director of publicity and advertising in Japan prepares to take a plane to New York in continuation of his business trip to the U.S.A.

and here Mr. Ise has Shirley MacLaine and Jerry Lewis as top guides to show him the studio.

素晴らしい新作によつて 約束されるパ社の将来

先月下旬、非常に重要な意味をもつ重役会議がハリウッドに於て開かれた。この会議には撮影所側から製作担当副社長Y・フランク・フリーマン氏及撮影所のスタッフ数名、ニューヨークからバーニー・バラバン社長、ジョージ・ウエルトナー副社長、ラッセル・ホルマン、撮影所ニューヨーク代表、宣伝担当重役ジェローム・ピックマンの諸氏が出席、目下撮影中乃至編集の新作の試写が行われ、一九六〇年乃至それ以降にかけて製作されるパ社新作の基本計画が定められた。また、独立プロの作品だが、パ社によつて大々的な封切を予定されている大作に対する新しい封切り取り決め事項が発表された。この会議の最も興味ある部分——これはパ社史上最も意義深い決断の事件の一つだが——本号に収められている。

期待に外れぬ大作であること とを証明した「テンペスト」

ウエルトナー氏はハリウッドの製作会議が終ると、デイン・デ・ローレンティス製作の「テンペスト」の最近の編集版をみる

ため真直ぐローマに向つた。この作品が偉大な規模と娯楽価値をもつた期待に背かぬ大作であることを認めたウエルトナー氏の言葉を先号に掲載したが、我々はこゝでこの映画が娯楽映画の超大作として一段と重要性を増したことをお伝えすることができ嬉しむ。ウエルトナー氏は、この映画が大作と呼ぶにふさわしい作品であること、そして今年の暮アメリカで公開されれば、必ずや世界の映画界に喜んで受容られる作品である点に各位が力を置くことを望んでいる。

「テンペスト」と並ぶ期待 の大作「大海賊」

もう一つ、これと同じ点に強調を要する作品に、一九五九年度のパ社の第一弾として華々しい公開を予定されているパラマウント製作の「大海賊」がある。この映画はズバ抜けた大作であると言ふ点を抜きにして、一個の映画ファンが立ち止まり、この数年来見ることにできない豪華キャストによつて演じられていない点で注目すべき作品である。ユル・ブリンナー、チャールトン・ヘストン、ジャラル・ボワイエ、クレア・ブルームと云う顔ぶれだけでも、この映画を興行価値豊かな作品とするに充分である。さらに、ヘンリー・ウィルコクソンが

製作、アンソニー・クインが監督、そして全篇を通じて天才セシル・B・デミルの指導が与えられたと云う事実は、この映画の興行力を一段と強力なものにしている。一九五九年最も期待がもたれるものが、新年冒頭に登場するこの「大海賊」だと云つても過言ではない。

ニューヨーク人の話題を集める「或る種の女」

目下ソフィア・ローレン主演の「或る種の女」が全篇ニューヨーク市で撮影されているが、最近この映画程ジャーナリズム関係だけでなく一般大衆の関心を買っている映画はない。ロケーションでの出来事がロケに実に効果的に云い広められ、ニューヨーク人は何時の間にかこの映画に市民としての誇りを感じる様になつた程である。この映画はニューヨーク市のあらゆる面を全世界で紹介するのだと彼らは信じこんでいる印象をうける、そして事実その意味ではニューヨーク人の期待に背かぬ作品となつてゐる。期待に背かぬと云ふ意味では作品自体の興行価値も満点で、ローレンの他にタブ・ハンター、ジョージ・サンダー、ス・キナン・ウイン等の強力なキャストを擁している。

ソフィア・ローレン主演の 四作品

ソフィア・ローレンと云えば、諸賢におかれは宣伝上の立場からこのスターの売込みに拍車をかけることが得策であると信じている。パ社には、彼女主演の作品が四本控えていることを記憶願いたい。第一が「検の木蔭の欲望」、続いてケイリー・格蘭ト共演の「ハウス・ボート」とアンソニー・クイン共演の「黒い蘭」、それに今度の「或る種の女」である。

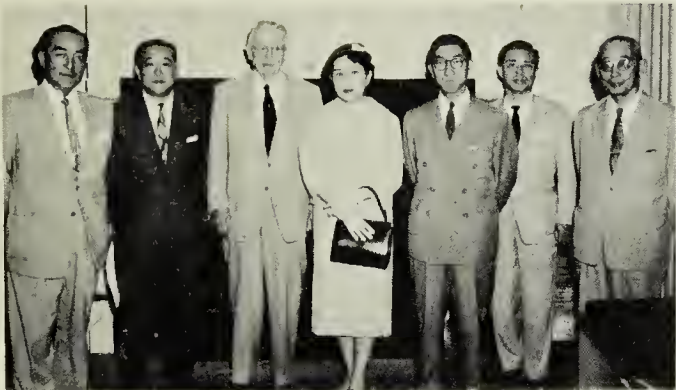
二つの特別記事

本号には、この他に注目を要する主要記事が二つ収められている。一つは世界各地で最高級の娯楽作として評判を呼んでいる新作についての特記記事ともう一つは海外の記録を打ち立てて一年に近づいて信じ難い程の記録を打ち立てた「十戒」に関する記事である。「十戒」は、単にパ社にとつてだけでなく、全世界にとつて奇蹟とも云える驚異的作品である。

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NEWS OF PEOPLE AND SHOWMANSHIP IN THE FAR EAST



HOLLYWOOD - Their Highnesses Prince and Princess Mikasa visited the Paramount Studio en route back to Japan from an official visit to Brazil. From left: Sessue Hayakawa, (an unidentified man), Vice-pres. Y. Frank Freeman, head of the studio; Prince and Princess Mikasa; Toshio Ise, Paramount director of publicity in Japan; the secretary to Prince Mikasa.



PENANG - Paramount General Manager Roy McAree, and Mrs. McAree are presented to His Excellency the Governor, Raja Sir Uda, and Lady Uda at the Cathay Cinema's "Command" performance of Jerry Lewis' "The Sad Sack."



PENANG - This modern Cathay Cinema, one of the renowned chain's ace houses, celebrated a "command" performance June 16th, attended by His Excellency the Governor, Sir Raja Uda, and Lady Uda. In attendance also were more than 1,000 leading local officials and residents. "Command" film, as picture above indicates, was Jerry Lewis in "The Sad Sack." Organization benefitting from the performance was the Penang and Province Wellesley Ass'n for the Prevention of Tuberculosis. Among the contributions was one of \$500 made by Cathay Organization.



SINGAPORE - Showmen of the Cathay secured window displays for "The Ten Commandments" in just about every commercial establishment in the Colony. In the case above it was in Chanrai's Tailoring Shop.

"War and Peace" Still Thrills the World.....

We come now to the fortress country of Taiwan, which indeed knows the import of both war and peace; and from the city of Taipei, Paramount Manager Andrew T. Fan has cabled Paramount International president, James E. Perkins, the following powerful news:

"WAR AND PEACE" AT GREAT WORLD CINEMA TWO WEEKS AND SHINSHENG THREE WEEKS ENDING JULY 31 HAD ATTENDANCE 127377 AND RECEIPTS WHICH SMASHED THOSE OF "GIANT," PREVIOUS RECORD HOLDER, AND ESTABLISHED NEW ALL-TIME RECORD. SHINSHENG STILL HELD OVER.

"War and Peace" still has years of great business ahead of it throughout the international market. It remains one of the industry's all-time greats.



SINGAPORE - In view of the school vacation period, the Cathay Cinema has been presenting "The Ten Commandments" daily to thousands of children, and the results have been truly rewarding. Screenings have begun at 9:30 and the typical exodus scene depicted here has occurred daily at 1:25 p.m. As Paramount General Manager Roy McAree reports:

"This exodus coincides with Singapore's lunch hour, and seeing 1,300 school children, all in uniform, in the theatre area not only does one's heart good but influences the many, many people who are in the theatre area at this time of day."



HOLLYWOOD - Earl Holliman on the set of "The Trap" plays host to three most interested visitors. Young lady at left is Evelyn Ramirez, daughter of Pedro Ramirez, Philippine Consul General here. Then in centre is Mrs. Constante Batoon, wife of the Cultural Attache, Philippine Embassy, Washington, D.C. At right is Mrs. Joseph Morgan, California Federation of Women's Clubs International Hostess.



BUKIT MERTAJAM, Malaya - The attraction was the final Martin and Lewis comedy, the location a brand new cinema, the occasion — the grand opening of the superb new Cathay Cinema, built to replace an outmoded house.

Like so many of the more than 50 houses in the Cathay Organization chain, this new Cathay will release all Paramount product.

MILTON GOLDSTEIN TO TOKYO

Paramount International's coordinator of sales and exhibition of "The Ten Commandments" outside of the United States and Canada, left for Tokyo on August 17th. There he will confer with Far East Supervisor S.A. Henriksen, General Manager N. Metori of Japan, and Robert L. Graham, Managing Director in Australia and New Zealand. Agenda will chiefly concern the handling of the mighty Cecil B. DeMille production in engagements following those of the major city playings.



"The Matchmaker" has won for Paramount the August Redbook "picture-of-the-month" citation. The Shirley Booth-Tony Perkins-Shirley MacLaine starrer produced by the late Don Hartman is spotlighted as the "... comedy everyone has been looking for.....a real laughmaker" in a full-page picture layout accompanied by text.

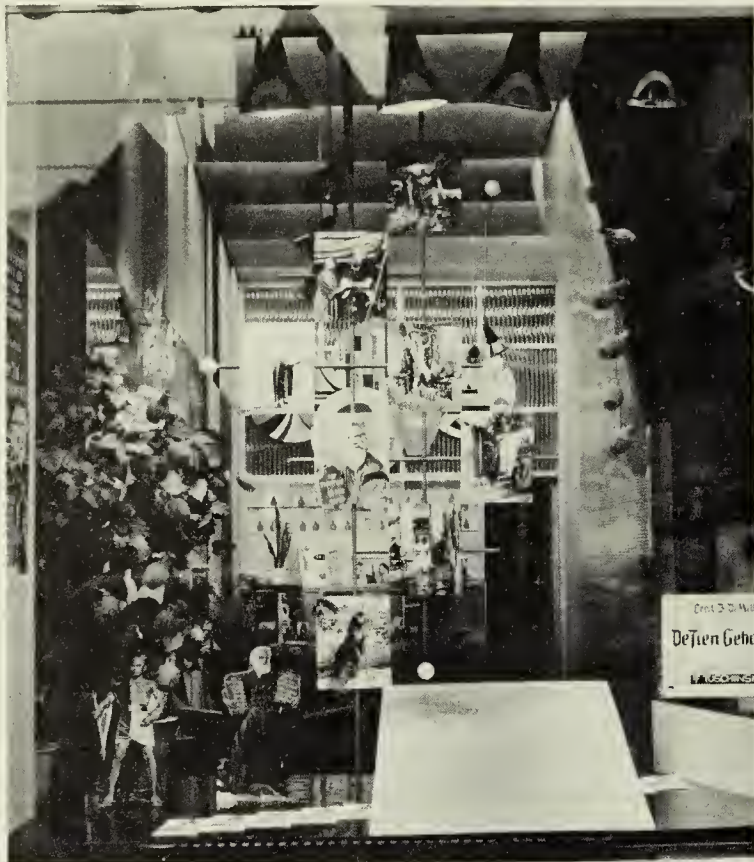
"A movie that's a riot of fun and hilarious scheming" is Redbook's top-of-page caption for the "Matchmaker" layout.



What Tom Tryon here sees, and what Gloria Talbott thinks she sees, is something that makes "I Married A Monster From Outer Space" one of the most soul-shaking films ever produced.



Jerry Lewis and his inseparable friend enjoy a nibble in an interlude between takes on "The Geisha Boy." This comedy of a magician on a jaunt to Japan sets a new high in the consumption of carrots - for the story calls for Jerry to live on the vegetable for a mighty long time.



AMSTERDAM - A very wonderful window display for "The Ten Commandments" in the establishment of El-Al Israel Airlines here. In the foreground is the enlarged Dutch text of Mr. DeMille's "Thoughts on Mount Sinai." The work on this was done by El-Al Airlines.

De toekomst van Paramount verteld in termen van buitengewone nieuwe productie

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Op het eind van de vorige maand werd in Hollywood een vergadering gehouden van uitzonderlijke betekenis.

Hij werd gehouden in aanwezigheid van studio afgevaardigden met aan het hoofd Mr. Y. Frank Freeman, Paramount vice-president belast met World-Wide Sales, George Weltner; Russell Holman, studio vertegenwoordiger te New York; en Jerome Pickman, belast met Advertising, Publicity en Showmanship.

De gehele nieuwe productie, zowel de films waarvan de opnamen bezig zijn, als die welke in bewerking zijn, werd besproken; plannen werden ontvouwd voor een indrukwekkende reeks van nieuwe films tot ver in 1960; en bijzonderheden werden kenbaar gemaakt betreffende nieuwe release overeenkomsten voor belangrijke door onafhankelijke maatschappijen gemaakte films, die door Paramount over de gehele wereld uitgebracht zullen worden. Highlights van de vergadering - die een van de meest beslissende gebeurtenissen in Paramounts' geschiedenis was - kan men elders in dit nummer van Paramount World aantreffen.

Van de productie bijeenkomst in Hollywood begaf Mr. Weltner zich onmiddellijk naar Rome in verband met de Dino De Laurentiis productie "The Tempest". De vorige maand gaven wij Mr. Weltner's eerste waardering over de kracht en

entertainment waarde van deze grote film, en het verheugt ons deze maand te kunnen melden dat de film nog aanzienlijk méér waarde blijkt te bezitten als groots entertainment.

Mr. Weltner verklaart met nadruk dat dit absoluut een zeer grote film is, waar alle theaters van de wereld verlangend naar zullen uitzien, wanneer hij tegen het einde van dit jaar zal worden uitgebracht.

Wat dit laatste punt betreft komt ook een zeer belangrijke vermelding toe aan Paramount's productie "The Buccaneer", die bestemd is het jaar 1959 met een enorme fanfare te openen.

Afgezien van de grootse indruk die hij maakt is deze film belangrijk door zijn voor het publiek meest aantrekkelijke rolbezetting sinds jaren.

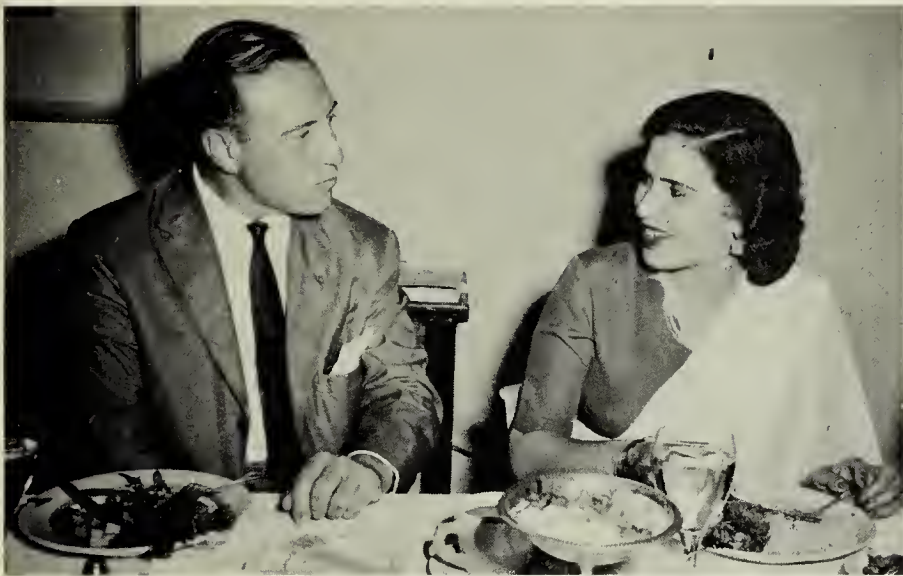
Yul Brynner, Charlton Heston, Charles Boyer en Claire Bloom alleen al maken deze film tot een buitengewoon cassasucces. Niet te veronachtzamen het feit dat hij werd geregisseerd door Anthony Quinn, met Henry Wilcoxon als producer, terwijl het waakzame oog van Cecil B. deMille de film een algehele geniale leiding verschafte. Dat belooft een prachtig succes voor 1959, direct vanaf het begin van het jaar.

De productie van een film in zijn geheel in New York City heeft in vele jaren niet zo sterk de aandacht getrokken als de opnamen van de Sophia Loren film "That kind of Woman", zowel van de zijde van de pers als van het gehele publiek. De betekenis van deze gebeurtenis is zeer duidelijk naar voren gebracht, zodat het New Yorkse publiek een persoonlijke trots ondervindt over deze productie. Het lijkt wel alsof men weet dat deze film binnenkort aan de gehele wereld iedere facet van New York City gaat tonen en daarin ligt natuurlijk een grote dosis voldoening opgesloten. Evenzeer als er genoegdoening is in het feit dat de film zelf een buitengewone amusementsfilm is, met een prachtige bezetting, aangevoerd door George Sanders, Tab Hunter en Keenan Wynn.

En wanneer we het hebben over Sophia Loren, zal het verstandig zijn de ontwikkeling van deze ster te zien in het kader van de publiciteit. Denk eraan dat we haar reeds in vier films hebben. In de eerste plaats in "Desire under the Elms", vervolgens in "Houseboat" met Cary Grant, daarna "The Black Orchid", met Anthony Quinn, en nu dan in "That Kind Of Woman".

Twee andere belangrijke onderwerpen vallen in dit nummer van Paramount World op. Het eerste is ons speciale artikel over de mooie nieuwe cinemas, die steeds in alle delen van de wereld verrijzen... Het andere is een voortzetting van het wonder van "De Tien Geboden" met speciale reportages uit verschillende delen van de wereld, waar de grootse Cecil B. deMille productie nu al bijna een jaar lang wordt vertoond. Dit is werkelijk een wonderfilm, niet alleen voor Paramount maar voor de gehele wereld.

CAMERA EYE ON THE HOLLYWOOD SCENE



Luigi Luraschi, who just returned to the studio from his recent visit to Nepal on behalf of the production department, exchanges reminiscences of the Kingdom and its fascinating people with Lady Rana, sister of the King of Nepal.



Hal Wallis looks like he is taking lessons in dramatic acting from Carolyn Jones. Miss Jones has followed her superb work in Elvis Presley's "King Creole" with another ace job in "The Last Train From Gun Hill."



Clark Gable gets Carroll Baker as his leading lady in his forthcoming Perlberg-Seaton production for Paramount, "But Not For Me."



Jerry Lewis and his leading lady, Nobu McCarthy (both in centre), step away from the camera filming them in "The Geisha Boy" to be photographed with the members of the Japanese National Swimming Team. Competing in Los Angeles, the members of the team very naturally wished to see some portion of the making of a film with Japan as a background.

Members of the team are: Manabu Koga, Takeshi Koga, Makoto Fukui, Hiroshi Ishii, Masaru Furukawa, Takashi Ishimoto, Keiji Hase.



Jim Shibani (correspondent for "Journal Teheran-Messawar"), Mrs. Amir Mokry and Mr. and Mrs. Shahivar visit Lee J. Cobb on the set of "The Trap" at Paramount. Mrs. Mokry is an expert on beauty and health in Iran.



Hollywood's "young set" were on hand in force for the daytime premiere of "The Matchmaker" at the Fine Arts Theatre here. Note the marquee slogan labelling the Don Hartman production as "The Most Differentest Picture in Town!"



Disc jockey Frank Pollack of KDAY-Radio set up his booth in the lobby of the Fine Arts Theatre. He had three other d.j.'s working with him in relays from the opening at 9 a.m. until 6 in the evening. Thus Paramount studio, which co-planned the stunt, got a full day's radio plug for "The Matchmaker."

NEWS PICTURES OF TOP FILM EVENTS IN AUSTRALIA AND NEW ZEALAND.....

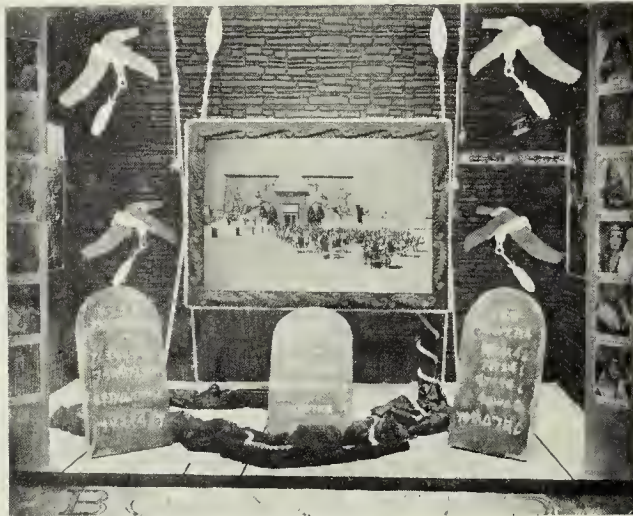


SYDNEY - Advertising Manager Jim Williams, working in connection with Television Station TCN (Channel 9), devised a continuing contest for "Wild Is the Wind" that brought in almost 2,000 entries, a figure considered extremely high by local standards. Campaign took the form of a series of contests held weekly for almost two months on Channel 9's Tuesday at One session. Each week a key scene from the Anna Magnani-Anthony Quinn film was shown and viewers asked a question relating to it. Most important factor was that viewers had to concentrate fully on the scene in order to be able to enter the contest with a chance of success. Prizes included a valuable fur coat, a year's pass to the Victory Theatre (release house for "Wild Is the Wind") and a great many consolation prizes.

In the scene above are Joe McCormick, producer and star of TCN's "Tuesday At One" show; Paramount Advertising Manager Jim Williams; and Mrs. J. Ellem, who won the fur coat. From the practical standpoint so far as Channel 9 was concerned, this showmanship contest boosted Tuesday At One's rating six points.

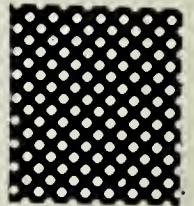


SYDNEY - Paramanteers in person aided in the showmandizing of "St. Louis Blues" by creating their own 'blues' band and parading through the streets by night to the annual Motion Picture Industry Ball. All were members of head office staff and included Keith Cully, Head Accountant; Bryan McVie, Asst. Accountant; Tamara Haines, Comptometer Operator; Leslie Jones, Accts. Machine Operator; and Margaret Savage, Pay Clerk.



PERTH, Western Aust. - Main window of Boan's Ltd., Perth's leading department store, showing the fine, dignified display for "The Ten Commandments."

Boan's also took a completely unprecedented step for this conservative city by opening a "Ten Commandments" box-office to handle the ticket demand set up by the window display.

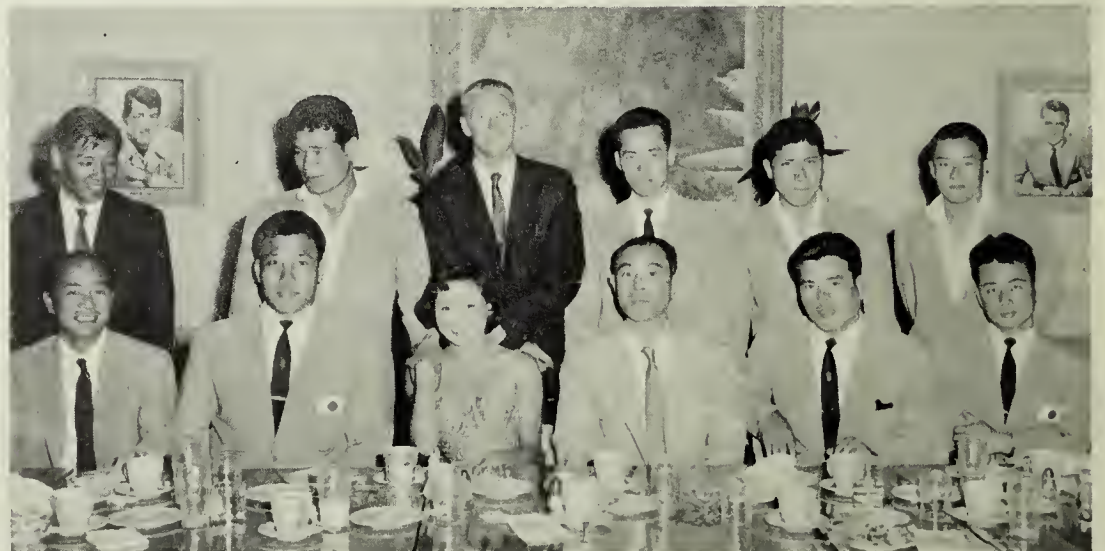


SYDNEY - These were some of the consolation prize winners in the "Wild Is the Wind" contest over Television Station TCN's Channel 9. These contestants enjoyed the rare privilege of seeing the Anna Magnani picture in Paramount's private projection room.



LEFT

SYDNEY - Three members of the staff of the Prince Edward got the coveted first prize for this representation of "The Ten Commandments" at the recent Motion Picture Industry Ball here.



HOLLYWOOD - Noted young Australian swimmer Jon Henricks was here when the Japanese team of swimmers were in California competing, and also visiting the Paramount studio. So he came along, too, and is shown here immediately in back of Nobu McCarthy, who is not a swimmer, but is Jerry Lewis' leading woman in "The Geisha Boy." Photograph was made on the set of the picture. Members of the Japanese team shown here are Manabu Koga, Takeshi Koga, Makoto Fukui, Hiroshi Ishii, Masaru Furukawa, Takashi Ishimoto, Keiji Hase. Jon Henricks had swum against all of them in Tokyo.

NEWS PICTURE COVERAGE IN THE U.S. & CANADA

Spot Light

Cecil B. DeMille Junior High School

OPEN HOUSE April 24

Students will tell the story of their school and their lives during open house night April 24. The school will be open from 7:30 to 10:00 p.m. and will feature a variety of exhibits and displays. The school is located at 1000 N. Main St., Long Beach, Calif. 90801. For more information, call 531-1234.

DeMille Hosts Student Govt. Conference

DeMille Junior High School and its students are the featured attraction at the annual student government conference held at the school on Thursday, April 24. The conference was held from 7:30 to 10:00 p.m. and was attended by students from all over the Long Beach area. The school is located at 1000 N. Main St., Long Beach, Calif. 90801. For more information, call 531-1234.

Talent Show-Success

"Old Time Fiddlers" was the theme of the annual talent show held at the school on Thursday, April 24. The show was a great success and featured a variety of acts, including a fiddling contest, a singing contest, and a dance contest. The school is located at 1000 N. Main St., Long Beach, Calif. 90801. For more information, call 531-1234.



Knights Formed To Promote School Service

The school has formed a new organization called the "Knights of the School Service" to promote good deeds and service to the community. The knights are made up of students who are dedicated to helping others and making a difference in their school and neighborhood. The school is located at 1000 N. Main St., Long Beach, Calif. 90801. For more information, call 531-1234.

SCIENCE CLASSES MEET CHALLENGE

Students in the science classes at the school have met a challenge by completing a project that was designed to test their knowledge of science and their ability to work together. The project was a great success and the students were proud of their accomplishment. The school is located at 1000 N. Main St., Long Beach, Calif. 90801. For more information, call 531-1234.

"Spot Light" is the fine and constructive weekly publication of the Cecil B. DeMille Junior High School of Long Beach, Cal. It bespeaks in every way the inspiration its name implies. It carries fine articles, inspiring editorials, and in making its own awards for contributions to the school's progress, it calls them "Cecils."



And here is, of course, the gentleman for whom the school was named, deeply interested in the contents of The Spotlight of the Cecil B. DeMille high School of Long Beach, California.



Jerry Lewis discovers in "The Geisha Boy" that there's a time to crawl in a plane — and a time not to. Also that there's a point of no return.



TORONTO, Ontario - While here recently in connection with the upcoming release of "King Creole" (in which she co-stars with Elvis Presley), Dolores Hart was "wooded" by the Metropolitan Police Force to appear in the Police Athletic Field Day "Miss Toronto" Beauty Contest. But the winsome star had only the one day available, and was needed back in Hollywood to start a new picture -- but she left behind in Toronto a very happy impression.



NEW YORK - At the Fox Movietone Studios in West Manhattan, where much of the Ponti-Girosi-Paramount picture is being filmed, Director Sidney Lumet (with hat - he wears a different one every day), and leading man Tab Hunter, discuss a point of direction. The lady, of whose presence they are seemingly oblivious, is none other than the star of "That Kind of Woman," Sophia Loren.



In "The Young Captives," Luana Patten learns that the very last thing she ever wanted to do was to become the captive of a gasoline roasted psychopath in a runaway car. The fiend at the right in the scene above is realistically played by Steve Marlo, a promising newcomer.

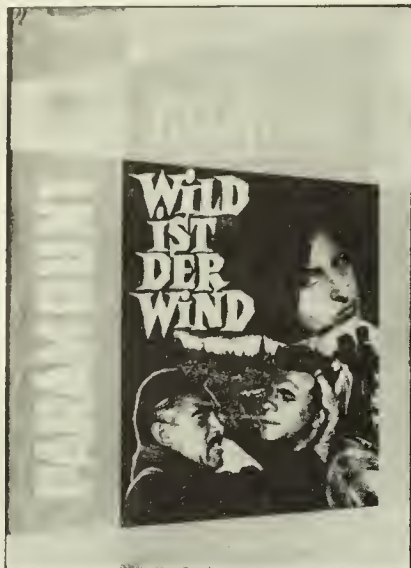


Maybe this shoe-tossing pastime of Sophia Loren and Cary Grant will blossom into some sort of a sport, like baseball, of jai-alai, but for the moment it ranks as high fun in their co-starring "Houseboat" -- one of the gayest Paramount comedies in a long while.



KANSAS CITY, Missouri -- During the full and wonderful engagement of "The Ten Commandments" at the Heart Drive-in Theatre here, all of the ushers were dressed in "summer tuxedos," which lent great dignity to the event. (We regret that the theatre did not supply us with the names of the ushers).

Believe it or not, but there are three men and one woman in this laughable scene from "The Matchmaker." Optical illusion is caused by the fact that two of the men - Robert Morse and Anthony Perkins - are posing as women in a New York cabaret. Other two players in the scene are Paul Ford and Shirley Booth.



FRANKFURT - This attractive folder, issued by Paramount's German organization in connection with the Berlin Film Festival, enclosed a synopsis of the Anna Magnani-Anthony Quinn picture, and an assortment of stills. It was distributed to all press representatives at the Festival.



DUSSELDORF - "For Whom the Bell Tolls" secured a towering number of very wonderful displays in windows in this city as well as in Frankfurt and Hamburg. Here is one of the most representative, in one of the city's top book stores.



BERLIN - Poster advertising which was carried on 100 street cars here when "The Ten Commandments" moved over to the Atelier am Zoo after 8 wonderful weeks at the Zoo Palast.

Space travel is the only presently known way of leaving this world without dying.

-Col. John Paul Stapp

EINE REIHE HERRLICHER NEUER FILME KENNZEICHNET PARAMOUNT'S ZUKUNFT.....



MR. GEORGE WELTNER

Ende letzten Monats fand in Hollywood eine ausserordentlich wichtige Tagung der leitenden Herren statt. Es nahmen daran die Leiter der Studios teil unter dem Vorsitz von Mr. Y. Frank Freeman, der fuer die Produktion verantwortliche Vize-Praesident der Paramount, wie auch seine leitenden Mitarbeiter. Aus New York nahmen teil Praesident Barney Balaban; Vize-Praesident fuer die weltweite Verkaufsorganisation, George Weltner; Russell Holman, Vertreter der New York Studios, und Jerome Pickman, verantwortlich fuer Werbung und Propaganda. Alle neuen Filme, die entweder in Arbeit sind oder kurz vor der Herausgabe stehen, wurden besprochen. Fuer die Zeit bis 1960 und darueber hinaus wurden Plaene fuer ein imposantes Aufgebot neuer Filme ausgearbeitet; ausserdem wurden Einzelheiten bekannt gegeben hinsichtlich des Verleihs besonders hervorragender Filme, die von unabhaengigen Produzenten hergestellt, aber von Paramount in der ganzen Welt vertrieben werden. Hoehepunkte der Tagung, die das an bedeutungsvollen Entscheidungen reichste Ereignis in der Geschichte Paramount's war, finden sich an anderer Stelle dieser Ausgabe von PARAMOUNT WORLD.

Von dieser Tagung in Hollywood begab sich Mr. Weltner unmittelbar nach Rom, um sich die letzte Fassung von Dino De Laurentiis TEMPEST anzusehen. Letzten Monat berichteten wir bereits ueber Mr. Weltner's vorlaeufige Beurteilung dieser gewaltigen Produktion, und wir freuen uns, jetzt berichten zu koennen, dass dieser Film ein gigantisches Ereignis auf der Leinwand zu werden verspricht. Mr. Weltner legt besonderen Wert darauf, hervorzuheben, dass es sich dabei um ein wirklich mitreissendes Filmwerk handelt, das die Filmtheater auf der ganzen Welt freudig begruessen werden, wenn es gegen Ende dieses Jahres herausgegeben wird.

Bei dieser Gelegenheit verdient auch Paramount's THE BUCCANEER besonders hervorgehoben zu werden. Dieser Film ist dazu bestimmt, das Filmjahr 1959 mit einem maechtigen Fanfarenstoss einzuleiten. Abgesehen von der machtvollen Handlung verdient auch die Tatsache Erwaehnung, dass die Besetzung vom Standpunkt des Publikums aus gesehen besonders zugkraeftig ist. Schon Yul Brynner,

Regarding the philosophy at left, you may be inclined to have other ideas once you have seen Paramount's extraordinarily unusual adventure, "I Married A Monster From Outer Space"



BERLIN - At one of the busiest intersections in West Berlin, a cooperative display was erected for the three United States entries in the Berlin Film Festival, with Paramount's "Wild Is the Wind" in centre. Her performance in this picture won for Anna Magnani the Silver Bear as Best Actress in the Festival. Presentation ceremonies were telecast nationwide.

Charlton Heston, Charles Boyer und Claire Bloom werden diesen Film zu einem aussergewoehnlichen Kassenerfolg machen. Hinzu kommt die Tatsache, dass Anthony Quinn Regie fuehrt, Henry Wilcoxon der Produzent ist und dass waehrend der ganzen Herstellungsperiode der geniale Cecil B. DeMille mit Rat und Tat zur Seite stand. Dies ist wirklich ein vielversprechender Anfang fuer das Filmjahr 1959.

Seit vielen Jahren hat kein in New York gedrehter Film soviel Aufmerksamkeit sowohl bei der Presse als auch beim allgemeinen Publikum erragt wie Sophia Loren's THAT KIND OF WOMAN. Diese Verfilmung wurde in New York mit grossem Aufwand bekannt gemacht, so dass die Bevoelkerung mit persoенlichem Stolz an diesem Ereignis teilnahm, als ob man wuesste, dass dieser Film der ganzen Welt das Gesicht New York's in allen seinen Schattierungen zeigen wird. Die Genugtuung daran wird noch erhoeht durch das Bewusstsein, dass dieser Film ausserdem eine erstklassige Unterhaltung bietet und eine ausgezeichnete Besetzung aufweist mit George Sanders, Tab Hunter und Keenan Wynn in den Hauptrollen.

Und da wir gerade von Sophia Loren sprechen: Man sollte wirklich beginnen, diesen Star noch staerker in den Vordergrund zu ruecken. Bedenken Sie, dass sie bereits in vier unserer Filme eine Hauptrolle spielt. Zuerst in DESIRE UNDER THE ELMS, dann in HOUSEBOAT mit Cary Grant, des weiteren in THE BLACK ORCHID mit Anthony Quinn, und nun in THAT KIND OF WOMAN.

Zwei weitere Punkte von besonderer Bedeutung finden Sie in dieser Ausgabe von PARAMOUNT WORLD. Der eine ist unser Sonderartikel ueber die praechtigen neuen Filmtheater, die in allen Laendern der Welt als erfolgreiche Staetten der Unterhaltung errichtet werden. Der andere betrifft das immer noch fort dauernde Wunder der ZEHN GEBOTE, mit Sonderberichten aus verschiedenen Teilen der Welt, wo dieser grosse Cecil B. DeMille Film Laufzeiten beendet, die sich der Einjahres-Grenze naehn. Es ist in der Tat ein "Wunder"-Film, nicht nur fuer Paramount, sondern fuer die ganze Welt.



Holiday Fun for a Gay Widow



Says LIFE:

"....The film sparkles like an old-fashioned valentine with the performers addressing their soliloquies directly to the audience and Shirley Booth neatly catching the gay spirit of Thornton Wilder's holiday ode to the joy of living..."

"THE MATCHMAKER" WILL PREMIERE AT NEW YORK CITY'S LITTLE CARNEGIE PLAYHOUSE WHILE THIS ISSUE OF PAR-AMOUNT WORLD IS IN THE PRESS....WE WILL REPORT THIS MEMORABLE EVENT IN OUR NEXT MONTH'S ISSUE.

Redbook Magazine has devoted an illustrated editorial page in its August issue to "The Matchmaker," calling it "A movie that's a riot of fun and hilarious scheming".....Photoplay, USA's leading fan magazine, in its September issue, gives its highest award to "The Matchmaker." It says, in part, "Love can be a laughing matter. Shirley Booth, Anthony Perkins and Shirley MacLaine prove it in this warm and winning comedy".....Seventeen Magazine, the country's leading teen-age magazine, gives "The Matchmaker" its top award as 'Picture of the Month.' In its September issue it says, in part, "'The Matchmaker' is a rare, most welcome find."

We're about to enter the age of flight before we've even developed a chair that a man can sit in comfortably.

-Philip Wylie



They travelled by plane - but her stepped on her train --- which is how Marie McDonald loses her dress through Jerry Lewis' clumsily placed feet. It takes place at an airport landing in Japan, and is one of the hilarious incidents that sets "The Geisha Boy" off on the right laugh.



When the Japanese team of swimmers competed in Los Angeles recently, this trio of notables was perceived among the on-lookers. Its members were Sessue Hayakawa, Miss Nobu McCarthy and Johnny Weismuller.

Miss McCarthy and Mr. Hayakawa are stellar members of the cast of the Jerry Lewis picture, "The Geisha Boy," also.

Alfred Hitchcock's "Vertigo," as reviewed by the Daily Cinema of London, evoked this comment:

An out-of-the-rut Hitchcock thriller supplies pullman class entertainment of exceptional appeal.



GALA CHARITY PREMIERE OF "FUNNY FACE"

SÃO PAULO, Brazil - At left is display in the lobby of the Marrocos Theatre symbolizing the "FUNNY FACE-CINDERELA CONTEST." Present in the group are many of the principals connected with this highly successful showmanship event.



Close-up of group in scene at right shows, from left: Mr. Sergio Ferraz, Publicity Director of Cinderella Magazine; Paramount Managing Director Stuart Dunlap; Mrs. Henry B. Gordon; Mrs. Antonio Prudente, the patronesse of the charity sponsoring the premiere of "Funny Face"; Mrs. Stuart Dunlap; Mrs. Miguel Mancini; Mr. Henry B. Gordon, Paramount Latin American Division Manager; Mr. Miguel Mancini, São Paulo Branch Manager.

O FUTURO DA PARAMOUNT REFLETIDO NAS SUAS NOVAS PRODUÇÕES. OUTRAS NOTAS

No mês passado houve em Hollywood uma conferência de executivos da companhia, de importante significado para a organização. Tomaram parte na reunião Mr. Y. Frank Freeman, vice-presidente da Paramount a cargo da produção e chefe dos estúdios junto com seus auxiliares; viajando de Nova York, compareceu também o presidente Barney Balaban, Mr. George Weltner, vice-presidente, a cargo das vendas gerais; Russell Holman, representante do Estúdio em Nova York; e Jerome Pickman, a cargo dos anúncios, publicidade e do showmanship. Durante os trabalhos foram exibidos todos os filmes já terminados, como também os que estão bem adiantados e podem ser julgados pelos trechos findos. Do material exposto tiveram os presentes uma visão panorâmica, se assim se pode dizer, da produção da companhia até os princípios de 1960. Foram estudados ainda detalhes dos planos de lançamento de fitas produzidas por produtores independentes para distribuição Paramount por todo o mundo. Outros aspectos dessa reunião--uma das mais importantes da história da Paramount--o leitor os encontrará narrados em outra parte desta edição.

Da reunião de Hollywood, partiu Mr. Weltner diretamente para Roma, a fim de apreciar na tela a primeira apresentação "em privado" da produção de Dino De Laurentiis -- "The Tempest", de que tratamos na edição passada, com a opinião a respito desse filme, julgado pelos trechos terminados, que foram exibidos para Mr. Weltner. É ele de opinião que a fita representa cinema das maiores e melhores proporções. Algo de que podemos nos orgulhar. Adianta mais que "The Tempest" é uma produção magnífica, que será recebida entusiasticamente pela crítica e pelos apreciadores da arte pelo mundo inteiro.

Uma fita que está pedindo largos e merecidos comentários, como grande número no novo programa da Paramount, é "The Buccaneer", que está

destinado a encabeçar as grandes estréias paramountesas de 1959, com grande brilho. Além da grandeza do filme, que é inegável, há ainda que considerar o seu belo conjunto de artistas, dos melhores ainda reunidos. Nêle veremos--notem só que colosso--Yul Brynner, Charlton Heston, Charles Boyer e Claire Bloom. Bastam êstes nomes para atrair milhares de espectadores. E além disso, há o fato de que é dirigido pelo admirável Anthony Quinn e produzido por Henry Wilcoxon--e sob as vistas e guia genial de Cecil B. DeMille é, pois, uma das mais belas promessas -- e segura realização -- para 1959.

Há muitos anos não se via um filme produzido inteiramente em Nova York, despertando a tomada de algumas de suas cenas, na rua, tamanhos ajuntamentos de gente, como foi há pouco observado com "That Kind of Woman", que tem a grande Sophia Loren como primeira dama. Não só a reportagem, como o público, mostrou o maior interesse na filmagem. O noticiário dos jornais se encarregou de levar a nova aos quatro ventos, ficando a City intimamente ligada à produção. Têm os neoyorquinos a certeza de que a sua magestosa metrópole se refletirá no argumento de forma a interessar os públicos de todo o mundo. E há ainda a satisfação, da nossa parte, de sabermos que como diversão e emotividade a fita nada deixa a desejar, tendo em seu elenco artistas como George Sanders, Tab Hunter e Keenan Wynn, além da brilhante estrêla.

E enquanto falamos em Sophia Loren, é conveniente lembrar que ela merece uma cuidada publicidade. Como se sabe, já está em quatro produções laramount, começando com "Desejo", produção de grande relevo; sendo as outras--"Houseboat", com Cary Grant, "The Black Orchid", com Anthony Quinn, e a citada "That Kind of Woman".

Há mais dois tópicos de importância para os leitores internacionais do Paramount World. Um é o nosso artigo especial sobre o bom cinema, em que é apreciado o valor do filme pelo mundo, e o outro é o noticiário admirável sobre o êxito de OS DEZ MANDAMENTOS, mostrando que em muitos países o magnífico trabalho de Cecil B. DeMille já passou de um ano de constante exibição num mesmo teatro. É que a portentosa produção tem capacidade de atrair e voltar a atrair.



"The Buccaneer" pits man against man (and woman against woman) with such adroitness that suspense runs on a spectacular scale right to the climactic end.

HERE YOU SEE YUL BRYNNER WITH THE BEAD DRAWN ON HIM BY HENRY HULL, WHILE HE THREATENS THE UNAFRAID CHARLTON HESTON.

How about this
for a Profile?
..A couple of
Folks in One
Merry Mesh.

.....CARY GRANT
and
SOPHIA LOREN
in
"HOUSEBOAT"



Paramount

WORLD

Volume 5, Number 1

January, 1959



Jerry Rickshaws Nobu t
"Geisha Boy" Premier



1913... "The Squaw Man"



1956... "The Ten Commandments"

9/28/96 10:00 PM

A MAN'S FINEST MEMORIAL to his passing is the essence of his contribution to the world he has left behind. It matters not whether this contribution is large or small -- its intrinsic worth is what counts.

As with all other men, so it is now with Cecil B. DeMille. But his memorial, of which we are all part, is woven of film and reverence and inspiration clear and shining around the world.

In a sense different, but none the less stirring, we can say from the heart what was said of Sir Christopher Wren when a visitor to St. Paul's Cathedral in London asked where was the memorial to the great designer of the church. "Look about you, sir!" he was told.

"C.B.'s" memorial is just as fine, just as enduring, just as easily seen. "Look about you!"

For wherever there are motion pictures, wherever people are learning to understand better through films, wherever the greatest and most ageless of film dramas is speaking to human beings about The Law that makes them human -- there you will find Cecil B. DeMille's enduring contribution to the world that he enriched with his presence, and will continue to enrich, years without end.

Cecil B. DeMille



August 12, 1881

January 21, 1959



86 January 7th last marked Adolph Zukor's 86th Birthday anniversary, and congratulations poured in from all parts of the world. Paramount's Founder, and Chairman of the Board celebrated the great day at work in the Hollywood studio, and during the course of luncheon with his son, Eugene, and grandson Adolph II (seated, right), the table was the focal point of visit for scores of film celebrities and company executives. Shown standing above, from left: George Weltner, Hal Wallis, Clark Gable, Sophia Loren, Y. Frank Freeman and Barney Balaban.

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N.E.S. IS A NEW ACCOLADE that "The Ten Commandments" has brought to the field of motion picture exhibition. It is an honor won by those theatres throughout the world that can still report, many weeks after the mighty film's opening, that there has not been "one single, solitary empty seat during any showing of 'The Ten Commandments'." Many theatres of course have already won the distinction; many others have earned it during recent months, with Davao City and Cebu City in the Philippines, and Madras in India, as conspicuous and highly praiseworthy examples. In view of the unending screening life of "The Ten Commandments" it is expected that there will be many thousands of other cases of "N.E.S." added to the record of this imperishable film.

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GEARED TO THE NEW, QUICKENED tempo of showmanship are the campaign portfolios prepared for current Paramount productions. Formerly termed press-books, these manuals are far more correctly what their new name implies. Inaugurating the change was a particularly fine manual for "The Buccaneer," and the utility factor inherent in the publication was announced prominently on its cover, as follows: "Specially sectioned for your convenience in planning the most effective campaign on this outstanding box-office attraction!" All of this is in line with new thinking, new planning and new lines of audience-attraction app-

Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion picture, television and allied products and in the business future of their company.

Albert Deane, Editor

Volume 5, Number 1

January, 1959

each being utilized in the public relations branch of the Paramount organization.

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HIGHLIGHTS WERE MANY and rememberable in the course of the New York meeting of division managers reported on Page 19. One occurred the first day, when the day-long meeting was extended into a dinner engagement in the company diningroom that will long be remembered by those fortunate enough to be present. There were two chapters to the dinner. One saw the declaration, by Mr. Weltner, of a deep and abiding satisfaction with the accomplishments of the meeting that far, of his complete faith in the men who are carrying forward the work of the company, and of the optimistic vista ahead for those with confidence and tenacity of purpose.

Other highlight of the evening was an informal, searching and realistic talk by Mr. Balaban. It was neither a speech nor an address, but an intimate talk in a circle of friends in whom he had complete confidence. It can be said with certainty that among those present, all with long service and many with more than thirty-five Paramount years to their credit, none had heard before so lucid, so penetrating and so confidence-inspiring a talk about what our company has done, what it is doing today, and precisely where it can go tomorrow provided it is given the undeviating support and loyalty of all of those who will travel with pride to the peak of Paramount success.

A most remarkable evening indeed. Paramounters everywhere can and should be proud that we have Mr. Balaban as our captain, and George Weltner and Y. Frank Freeman as his chief officers.

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AFFIRMATION OF FAITH has been the Paramount keynote for the past four months. Today, Paramount has more productions in work in the studio and abroad than at any time in the past several years. 'Affirmation' is indeed being implemented in the most practical fashion possible - with product.

J.E. PERKINS COMPLETES EXTENSIVE SURVEY OF THE ORIENT



TOKYO - On her arrival in Japan with her husband, Mrs. J.E. Perkins is greeted by Paramount publicity director Toshio Ise.

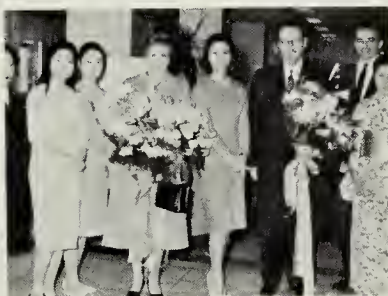
PARAMOUNT INTERNATIONAL PRESIDENT MEETS PRESIDENT SUKARNO OF INDONESIA

James E. Perkins, president of Paramount International Films, returned to his desk in New York on January 26th following one of the most comprehensive surveys of the Orient territory that he has undertaken since heading the international activities of Paramount. His business journey took him to Japan, Hongkong, the Philippines Republic, Thailand, Singapore, Indonesia and India. It represented a survey not alone of company activities, but of exhibition progress and political trends generally. It brought him into touch with top governmental personalities. In one instance - Indonesia - Mr. Perkins met the head of government, President Sukarno, who has long had a deep interest in matters connected with the motion picture industry.

On his entire journey throughout the Orient, Mr. Perkins was accompanied by Svend A. Henriksen, Paramount's Supervisor of the Far East Division.



SINGAPORE - Here for the first time in his capacity as president of Paramount International Films, Mr. Perkins received a most hearty welcome from exhibitors and Paramounters alike. He is shown here being greeted at the airport. Reading from left: Paramounters L.C. Kiat and T.C. Chua; Paul Yui, L. Lee and Oswald Henry of the Cathay Organisation staff; Mrs. Roy McAree; Mrs. J. E. Perkins; Mr. Loke Wan Tho, head of the Cathay Organisation; Mr. Perkins; Mr. S.A. Henriksen, Far East Supervisor; V. Kannappan and H. Chow of the Cathay Organisation. ABOVE. Luncheon in the internationally renowned Cathay Restaurant. From left: Messrs. Lim Keng Hor, Paul Yui, K.T. San, V. Kannappan, Sir Percy McNiece (all of the Cathay Organisation); Mr. Perkins; Mr. Loke Wan Tho; Mr. S.A. Henriksen; Mr. Harry Chow (Cathay); Paramount Manager Roy McAree; Messrs. Paul Law and Oswald Henry (Cathay Organisation).



TOKYO - Mr. and Mrs. Perkins and Mr. S. A. Henriksen are welcomed at the airport by the starlets of Shochiku and Toho studios.



MANILA - Mrs. Ernesto Rufino, Mr. J.E. Perkins, Mrs. A.S. Velasquez and Mrs. Perkins at the industry cocktail buffet party.

RIGHT

TOKYO - All of the staff of Paramount Tokyo gathered for tea with Mr. Perkins and Mr. Henriksen on December 13. Mr. Perkins can be seen sixth on the right, and just beyond, to his left, is Mr. N. Metori, General Manager.



TOKYO - Mr. Perkins is interviewed by the newspaper and trade press in the Imperial Hotel. General Manager N. Metori is at rear left; Far East Supervisor S.A. Henriksen at extreme right.



MANILA - Mr. Perkins, flanked by Manager A.S. Velasquez, at left, and Far East Supervisor S.A. Henriksen, is bombarded with questions by the Philippines press.



MANILA - Group of dignitaries at the Paramount cocktail-buffet given in honor of Mr. and Mrs. J.E. Perkins.... From left: Mr. Perkins, Mr. Primitivo Garcia, Sr., of Galaxy Theatre; Mr. A.S. Velasquez, Mr. Ernesto Rufino of Avenue Theatre, Mr. S.A. Henriksen, and Mr. Rafael Rufino of Avenue Theatre.



PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES.

"Tempest"

....It tells an action-filled story at a brisk and stimulating pace that never lets up. Audiences are likely to be gasping for breath at the end of it and not realize they have been sitting in the theatre for five minutes over two hours!

MOTION PICTURE DAILY



DENVER - Henry Wilcoxon answers question from the audience of the Denham Theatre during his personal appearance tour in conjunction with "The Buccaneer." With him is Mrs. Vera Cockrill, owner of the Denham, and President of the Denver Adult Education Council.



This is the beginning of the unforgettable and very refreshing scene in "That Kind of Woman" when Sophia Loren learns from Tab Hunter a new and wonderful kind of love. The picture, shot in its entirety in New York, has a wealth of wonderful new film backgrounds.

NEW YORK TIMES, SUNDAY, JANUARY 4, 1959

THE 'BEST' OF 1958

Critic Selects 'Top Ten' Films and Comments on Group Awards

By BOSLEY CROWTHER

THE annual task of picking the ten best pictures from the total English-language output of the year was something less than stimulating for the year 1958. The number of presentable candidates was depressingly small. The selections offered hereunder, while up to some of the best of previous years, represent a virtual exhaustion of the films you'd dare put on such a list.

Oddly enough, the individuals who were mentionable for the New York Film Critics' awards, were more numerous in certain categories than they have been in a number of years. But of that we will speak after naming

the year's "ten best," listed in the order in which they opened in New York:

Teacher's Pet, screen play by Fay and Michael Kanin; directed by George Seaton; produced by William Perlberg for Paramount. This brash and ingenious comedy-romance about a tough newspaper managing editor and a high-principled young lady teacher in a journalism school did a delightful job of mating the comic talents of Clark Gable and Doris Day. It had the topical wit and social wisdom of Mr. Gable's memorable "It Happened One Night."

CINCINNATI

Our luncheon at the Terrace Plaza Hotel to proclaim to our leading exhibitors and the press, Mr. Balaban's affirmation of faith in the Film Industry's Future, was a huge success. The message was delivered to us very aptly by our Division Manager, Mr. John Moore. Everyone was delighted with the blockbuster product lined up for the future.

Ronald Ante, Booker's Clerk, resigned October 31st to seek fame and fortune in Los Angeles, California. Ronnie has been replaced by Mrs. Nora Davis.....Jack Kirchbaum, Kentucky Salesman, returned to his territory after undergoing surgery at the Deaconess Hospital here in Cincinnati.

Congratulations were in order last month to Mrs. D. R. Hicks and our Branch Manager on their Wedding Anniversary November 7th; Mrs. William A. Meier and our Sales Manager on their Wedding Anniversary November 5th; Miss Laura McDermitt, Inspector, whose Birthday was November 18, and Don Benning, our booker, November 24 Birthdayite.

Mrs. Patricia Ottman, formerly Branch Manager's Secretary visited our office last week and introduced us to her new baby son, Stephen, Junior born September 27th.

--Lillian Ahern

CHARLOTTE

New officers for the Pep Club were elected at the November meeting. President - Mrs. Eleanor Helms, Booking Steno.; Vice-President, Yates Pryor, Booker; Treasurer - Mrs. Ann Rivenbark, Ledger Clerk. Plans were completed for our annual Christmas party on December 19.

At this time of the year we offer thanks for all of our blessings and think of working extra hard to help those who have much less to do. The Charlotte WOMPI Club dressed 40 dolls for underprivileged children to be distributed thru the Salvation Army. Other services will also be rendered to the less fortunate by the



Carolyn Jones, masking her own feelings in the matter, tells Kirk Douglas that what he would like to have happen, never can be. Both are portraying their dynamic characterizations of "Last Train From Gun Hill."

WOMPIS.

A saying "Don't knock the weather." Nine tenths of the people couldn't start a conversation if it didn't change once in a while.

CANU-ERE-CEBTH. Unscramble the words and they spell "THE BUCCANEER". We know conversations will not be hard to start after our first patrons view this magnificent picture at the sneak preview in downtown Imperial Theatre.

A welcome visitor to our branch during the Thanksgiving holidays was E. C. DeBerry, assistant to Hugh Owen. Also, Mr. Gordon Bradley, our Southeastern Division Manager spent a few days in our Branch last week. We are always happy to have him with us.

--Mildred Hoover

Paramount continues to supply pictures of top caliber - doing top business. "HOUSEBOAT" has been excellent and continues to delight the public and exhibitors in this territory.

We recently had the opportunity to see "THE BUCCANEER", and here again is a picture that truly deserves the title of "Blockbuster". As long as we give our customers pictures of this caliber, we will continue to be the leaders of our industry. We are looking forward with anticipation to the opening of "THE BUCCANEER" and the many other great pictures which we have coming.

Enthusiasm in the Charlotte Branch is at a new high. We are happily looking to the future.

--Joe Cutrell

KANSAS CITY

A sneak preview of "The Geisha Boy" at the Paramount Theatre was thoroughly enjoyed by all. The invitational dinner and premiere-preview of "The Buccaneer" also was highly successful. Comment cards on both 'blockbusters' were excellent.

Don Foster, Sales Manager, vacationed in La Canada, California, over the holidays, and Ruth Corless, Ledger Clerk, spent Christmas in Denver.

Condolences to Anne O'Toole, Gashier, on the loss of her father.

- Mary Neff

CLEVELAND

Cleveland had its first snowfall of the year on Thanksgiving. The temperature dropped to 8 degrees and the snow was 8 to 10 inches deep. HOUSEBOAT was playing first run at the State Theatre; however, business was so good that it was held for a second week

(Continued on Page 22)



BRUSSELS

BEIRUT

CAIRO

VIENNA

ATHENS

7

LEFT

BRUSSELS - Manager Julian Binstock tells the Paramount story to Belgium's exhibitors.

RIGHT UP TO THE END OF THE YEAR, the Affirmation of Faith meetings continued, and the message emphasizing Paramount's complete confidence in the future of the motion picture industry was spread across Europe, the Middle East and North Africa. On this page are typical sidelights on the enthusiasm which everywhere attended these meetings.



BRUSSELS - General view of the mass industry representation assembled to hear Supervisor Boris Jankolovics and Belgium Manager Julian Binstock deliver the Paramount message.



VIENNA - Mr. Louis Kanturek, Manager of the American Film Export Association (Austria), Inc., delivering Mr. Weltner's message to the Austrian exhibitors.



BRUSSELS - In rear, from left: Mr. Binstock; Mr. Deblir, President of the Exhibitors Union; Mr. Jankolovics; Mr. Bourland, President of Chambre Syndicale; Mr. Mathieu. In front, facing camera: Mr. Lecerf, Cine Presse; Mr. Annez. Foreground, from left: Mr. Delville; Mme Drachousoff; Mr. Vaes; Mr. Heylen.

(Below)

VIENNA - A couple of interesting interludes following the delivery of the Paramount product message by Mr. Kanturek. At left, Salesman Prandl and Publicity Manager Menasse speaking with an important exhibitor. At right, Sales Manager Donnenberg answers the questions of a leading Austrian exhibitor and his wife.



ATHENS - Plenty of satisfied smiles in evidence at the important meeting here. From left: Mr. Savas A. Pylarinos, Paramount distributor in Greece; Paramount Supervisor Frank A. Siter; Mr. Theo Damaskinos, owner of Damaskinos Michailidis organization; Anastasios Pylarinos, Jr.; Mr. Nicholas Kazazis, owner of title-superimposing laboratory; Mr. Thanos Mosconas, Sales Manager, Savas Films.



BEIRUT - Section of the gathering assembled to hear the Paramount message in Lebanon. From the left: Mr. Sleiman, Paramount Booker; Manager Willy Goldenthal; unnamed journalist from Siyassa News; District Manager Frank A. Siter; Mr. Adnan of Siyassa News; Mr. Antoine Salame, Metropole Theatre; Mr. Khoury, Bayrak Newspaper; Mr. Riad Kfoury, Metropole Theatre.



CAIRO - Egyptian exhibitors and press rolled up in full force to hear the Paramount message and to learn product details at first hand. Group above from the left: Paramount's advertising and publicity representative Zaky Kenawi, Exhibitor Wakil of Heliopolis; Miss Christodoulo, Contract Clerk; Miss Sallaly, Secretary; Manager H. Donald Hunter; District Manager Frank A. Siter; Miss Nassif, Booker; Mr. Selim Fouad, First-run Fayoum Cinema; Mr. Baramili, Accountant; Mr. Elia, Salesman and Assistant Booker; Mr. Gerolemou, Exhibitor first-run Ismailia; Mr. Safwat, Shipper.

RIO DE

JANEIRO

The Rio exhibitors and press representatives enjoyed the food as well as the Paramount message.



The cabled word about this inspired, and inspiring, meeting said: EXHIBITORS AND PRESS FROM ALL OVER BRAZIL ATTENDED RIO MEETING TODAY. REACTION EXTREMELY ENTHUSIASTIC AND UNANIMOUSLY IMPRESSED BY IMPORTANCE AND TIME-LINESS OF PARAMOUNT'S MAGNIFICENT PRODUCT AND FUTURE PLANS. MEETING CONVINCED OUR ENTIRE STAFF THAT PARAMOUNT WILL BE FIRST COMPANY THIS YEAR.

- GORDON, DUNLAP

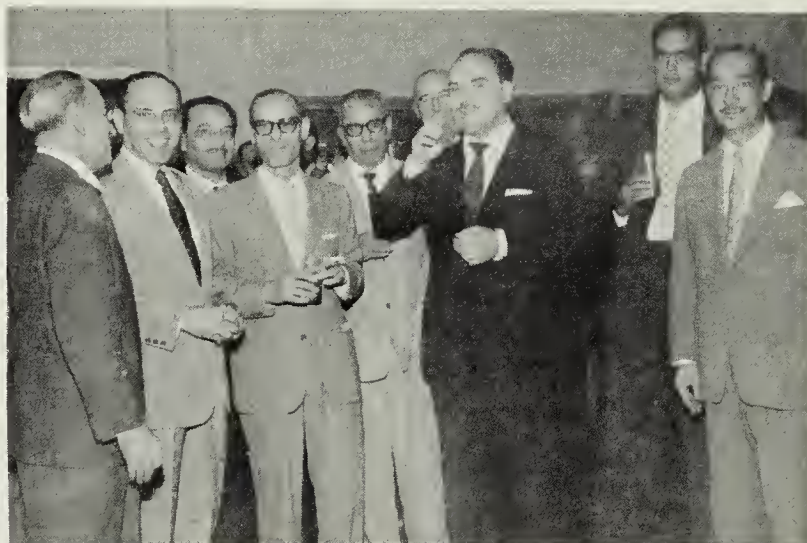


Latin American Division Manager Henry B. Gordon made his entire speech in Portuguese, and in Spanish; and it was reported to him by eminent members of his audience that every word had been understood in both languages.

The rest of the sizzling Rio story is told in the pictures on this page (and on Page 26) and in the very fine coverage given the newspaper and industry press of Rio.



Among those assembled in the Mesbla Restaurant for the big Paramount announcement were, from left: Messrs Jayme Freixo, a major exhibitor in Santos; J. Cuevas, director of Westrex in Brazil; Harry Stone, of the MPEA; Antenor Teixeira, editor of Cine Reporter; Pedro S. Germano, of Paramount; Luis Vassalo Caruso, a major exhibitor in Juiz de Fora, Minas Gerais; and Stuart Dunlap, Paramount general manager in Brazil.



Many important film exhibition executives from São Paulo attended the meeting, and several are in the group above. Shown from left to right are: Antenor Teixeira, Cine Reporter; Luiz Severiano Ribeiro, Jr., director-owner of the largest theatre circuit in Brazil; Benedito Alves da Silva, Belo Horizonte, Minas Gerais; Pedro Lima, film editor of Diários Associados; (rear) Stuart Dunlap, General Manager of Paramount in Brazil; Lívio Bruni, director of one of Rio de Janeiro's major circuits; José Luis P. de Andrade, Partner of "Empresa J.B. Andrade" of São Paulo; João Neto, of circuit "Cruzeiro Ltda" of São Paulo; at far back, Jurandy Trench, director of Empresa Pedutti of São Paulo.



Mr. Gilbert Ferrez, director-owner of an important circuit in Rio de Janeiro, and President of the Exhibitors' Association, made an impromptu speech inspired by his enthusiasm for Mr. Balaban's message and for the excellent product Paramount has made available to the exhibitors of Brazil. He also thanked Paramount, on behalf of the exhibitors present, for the excellent luncheon.

Also in the photo are Dr. Silvio Guedes de Carvalho, owner of the Cinema Ricamar, Rio de Janeiro; and Paramount's Pedro S. Germano.



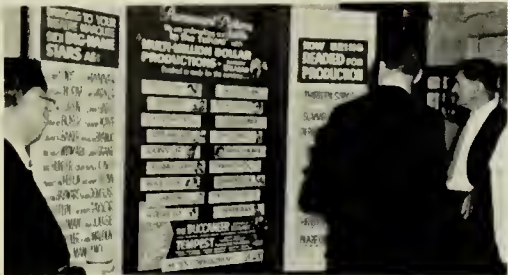
Lunching at the meeting are, from left: Henry B. Gordon, Harry Stone of the MPEA office, Stuart Dunlap, and Charles Mertz, Motion Picture Officer of the U. S. Embassy in Rio de Janeiro.



Wonderful Brazilian food followed talk about wonderful Paramount product.

In order to complete the Latin American picture, we would like to go back to an early letter written by Mr. Gordon from Panama on November 10th last, and to quote the following:

"....After Mexico, I visited Guatemala, El Salvador, Nicaragua, Honduras, and Costa Rica. In each of these countries there is not an exhibitor who has not, as a result, heard about Mr. Balaban's message...."



ADELAIDE

PERTH

AUCKLAND



PERTH - Five of the participants in the fine meeting here. From left: C.B.Searl, Managing Director of City Theatres Co.; Jack Edwards, Paramount Manager, Perth; Managing Director Robert L.Graham; General Sales Mgr. George M. Nacard; F.Davenport, Chairman of Directors, City Theatres Co.



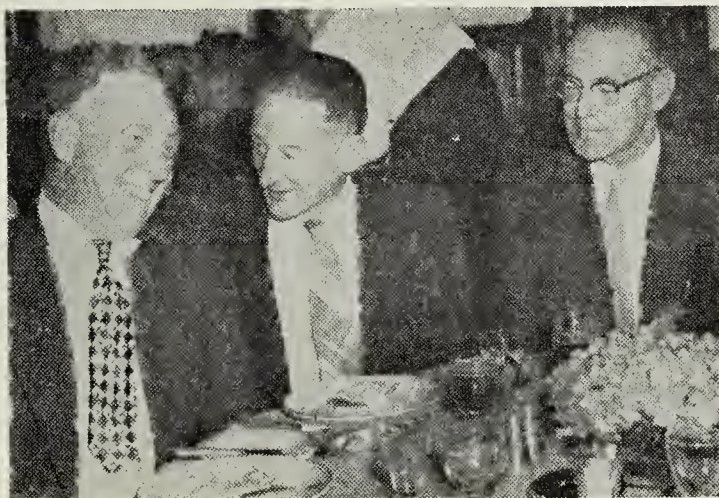
PERTH - It was real coats-off climate for this group comprising both exhibitors and press. From the left: W.Pye, Ace Theatres; A.P.H.Sims, Byford; J.Tilka (observed), North Fremantle; Don Briggs, Carlisle; Frank Waldron, Kenwick; Vince Lucas, Beaconsfield; Frank Davidson, editorial director, The Sunday Times; Mr.Risley, The Sunday Times.

FOLLOWING THE HIGHLY SUCCESSFUL meetings in Sydney, Melbourne and Brisbane, Managing Director Robert L. Graham went on with the message to Adelaide and Perth, and later crossed the Tasman Sea to Auckland, where the exhibitors of New Zealand received the Paramount facts and plans with greatest enthusiasm.

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ADELAIDE - All phases of the film industry of South Australia attended the Paramount meeting here. Above is a representative group. From left: Branch Manager Denis Kiley, Managing Director R.L.Graham, General Sales Manager G. M. Nacard, Jim Sawers of Film Weekly, and Majestic Theatre Manager Chick Arnold.



ADELAIDE - A record attendance of over 100 exhibitors were at the Paramount function. From left: A.Thomas, Len Mullins and Harold Carlson. During the meeting, Chick Arnold, manager of the Majestic, where "The Ten Commandments" established a 'Majestic' record, said: "We must say this: no matter what happens, Paramount have not put their head in the sand."



AUCKLAND - Close view of three of the principals in Paramount's Affirmation of Faith meeting held in the Hotel Trans-Tasman here. They are, from left: Mr. M. J. Moodabe, Governing Director of Amalgamated Theatres; Mr. Robert J.Kerridge, Managing Director of Kerridge-Odeon; and Managing Director Robert L.Graham, Paramount.

Subsequent to the meeting, Mr. Kerridge wrote letters in most enthusiastic terms to Messrs Barney Balaban and George Weltner. Both letters made identical statements. Following is text of the one addressed to Mr. Balaban:

"...The affirmation of Paramount's faith in the future, underwritten by the magnificent production programme and outlined with compelling clarity and conviction, stimulated all present to revitalised confidence in the commercial cinema.

"This announcement of supreme significance comes at a most opportune time. It is characteristic of Paramount's leadership in the industry and of the stature of your personal statesmanship, that a declaration of such certainty can be made right now. Its importance and influence cannot be over-estimated and I am confident that this affirmation will meet with such response throughout the world, that the new era you envisage will be introduced to the continuing benefit of all engaged in this fascinating business."

(sgd.) R. J. Kerridge

BELOW

An Exhibitor's Thanks

One Perth exhibitor who is proud of the fact of having been a Paramount showman for a quarter of a century, expressed his thanks for the West Australian meeting. He is Cliff Searl, Managing Director of City Theatres Company, one of whose theatres, the Piccadilly, is now showing "The Ten Commandments" in an engagement which is the longest in the country's history. His letter to Mr. George Weltner reads:

"I am writing to tell you how gladly we received your 'Affirmation of Faith in the Future of the Motion Picture Industry' in Perth, Western Australia.

"...You will be happy in the knowledge that Robert Graham has faithfully told the glad tidings Australia-wide. I am proud to claim that I have been a Paramount exhibitor for 25 years and it has given me a great personal thrill to be associated with you in this crusade in one section of Australia. It was my privilege to meet you personally a decade ago.

"I wish Paramount and yourself the big success you deserve in 1959 and in the future. Such courage and enterprise is deserving of all the support exhibitors can muster."

(sgd.) C. B. Searl
Managing Director.

AUCKLAND - Top table guests at Paramount's Affirmation of Faith luncheon held at the Tasman Hotel on January 13th. From left: Mr.G.M.Fennemore, U.S.Consul; Mr. Selwyn Hayward, Managing Director, Auckland Cinemas; Mr.R.J.Kerridge, Managing Director, Kerridge-Odeon; Paramount Managing Director R.L. Graham; Mr.E.R.Greenfield, Managing Director, Modern Theatres; Mr. M. Moodabe, Governing Director, Amalgamated Theatres.



WELCOME FOR PRESIDENT PERKINS



TOKYO - A visit to Japan by Mr. J.E.Perkins is always a very special occasion for the Paramounteers of that country. The association of Paramount International's president with Japan goes back a long, long way. So Mr. Metori had not only all of the Paramounteers of Tokyo on hand, but the branch managers from the other major cities.

Front row from left. Mr. H. Ohtake, Nagoya Manager, Mr. M. Fujita, chief accountant, Mr. Y. Yamamoto, Sapporo Manager, Mr. S. Hatano, Sales Manager, Mr. Henriksen, Mr. Perkins, Mr. Metori, Mr. K. Sakamoto, Osaka Manager, Mr. T. Ise, Publicity Manager, Mr. H. Ozawa, Fukuoka Manager.

Second row: Mr. G. Sasayama, publicity clerk, Mr. N. Takano, accounting clerk, Mr. K. Kiuchi, newsreel booker, Mr. I. Ushiroda, news editor and translator, Mrs. H. Nagai, secretary, Mr. Y. Hayashi, stockkeeper, Mr. T. Inaka, internal auditor, Mrs. K. Kobayashi, film inspectress, Mr. I. Kondo, accounting clerk, Mr. M. Mizukami, chief sales, Mr. T. Shibuya, Apprentice sales, Miss S. Kawaguchi, typist, Mr. T. Iijima, projectionist, Mr. K. Tanaka, ledger clerk, Miss M. Kobari, film inspectress, Mr. M. Uchino, cashier, Mr. S. Matsumoto, salesman, Miss F. Tokunaga, booker, Mr. S. Uchida, accessory clerk, Mr. S. Kiuchi, cashier, Miss M. Hashimoto, mail clerk, Mr. T. Urano, accounting clerk, Miss S. Furuta, mail & asst., S. Musha, salesman, Miss F. Nakamura, telephone operator, Mr. M. Nagasaki, salesman, Mr. Y. Goto, salesman, Mr. K. Sato, salesman, Mr. H. Matsuba, salesman.

Third row: Mr. T. Kawakami, driver, Mr. T. Takano, accessory clerk, Mr. T. Suzuki, stationery clerk, Mr. Y. Aino, designer, Mr. K. Matsuda, publicity clerk, Mr. B. Ohmori, accounting clerk, Mr. I. Nakayama, shipper, Mr. S. Yokoyama, service card clerk, Mr. Y. Tonegawa, projectionist, Mr. I. Mori, booker, Mr. Y. Maruyama, booker, Mr. I. Kobayashi, Liason, Mr. N. Isono, salesman.

The last paragraph of this interview, which appeared in "Sports Nippon," stated:

"In order to cooperate with the Japanese film industry for the world-wide distribution of Japanese pictures, I shall see Toei's 'Hakujaden' and several other pictures. The Japanese films are having a good chance of elevating their reputation abroad. The American film industry will spare no effort to cooperate with the Japanese film industry for its advancement abroad."

邦画の配給に協力

II パ社長パーキンス氏語る



パーキンス氏

パラマウント、インターナショナル社長ジェイムス・B・パーキンズ氏は、十二日夜十時四十分羽田着のPAA機で来日したが、十三日昼十一時から帝國ホテル・ロビーで記者会見を行い、つぎのとおり語った。

「今度の旅行の目的は極東各公社によって番組順序を作ることに

が日本では三月にセシル・B・デミル監督の大作『大海賊』を封切るのをはじめ、ソフィア・ローレン

氏

パーキンズ氏

の「悪い苗」西部劇の「筆銃の罠」"カン・ヒルの決闘"プレスリーが入隊する前にとった本格的な熱演を見せている作品"キング・クリオール"などの公開日取りをきめていくつもりだ。日本映画の世界配給に協力したいと思い興映の「白蛇伝」ほか二、三作品を見ていく。日本映画は海外での評価を高めるチャンスだと思ふ。そのためアメリカの業者でできることは、協力を惜しまないつもりだ」

素晴らしい成功を収めた
世界各地での会議

本誌では過去数回に亘つて、バーニー・ハラバン社長の声明に基づき世界各地で行われた会議及びそのメッセージを携えて世界各地を訪問したジョージ・ウエルトナー氏ら一行の活動を逐一報道して来たが、本誌を以てこの報告を一応完結する。本誌は是等個々の会議の模様を伝えるため、能う限りのスペースを割いてきたが、それでも尙関係者一同の熱意を伝えるには充分でなかつた様に思う。しかし、諸賢はこの会議が収めた国際的成果に本社首脳部が心からの喜びと満足を感じているという事実を以て、勇気を倍加されるものと信じる。これらの会議は完全な成果を得たばかりでなく、本社に素晴らしい将来を約束してくれたのである。

これ等会議に引続き今月上旬バーニー・バ

ラバン ジョージ・ウェルトナー、ポール・レイボーン、ラッセル・ホルマン、ジュローム・ピクマンの諸氏は一週間に亘つて撮影所を訪問しデミルの次回大作を含む新作品の企画について討議した。又彼等は目下撮影中の作品のラッシュ及びダニー・ケイ主演の「五枚のペニー」等の最近完成した作品の試写を見、これらの試写並びに會議の満足すべき結果により、強く勇氣づけられてニューヨークに帰社した。

好評をもつて迎えられた

「大海賊」

目下「大海賊」がアメリカ各地で公開されているが、その成績は業界誌に報道されている如く、非常に喜ばしいものである。最も重要な事はこの映画が今最上最高の娯楽作品と云う評価を得たことで、観客の求めているものはかゝる大娯楽作品であ

り、「大海賊」こそ正に彼らのための映画と云えよう。カナダのプレミアは今月下旬となる予定で、その他の国々でも数ヶ月以内にこの映画が公開されることになるう。

「拳銃を挙げよ」撮影終了

「拳銃を挙げよ」は撮影を終えたばかりで、編集の細かい仕事に尙數週間が費される予定。この映画は本年度の最も重要な作品の一つであるので、目下パ社及この映画の製作・監督・主演をやるマーション・ブランドは、この映画を能うる限りの完全な作品に仕上げようと全力を尽している。

「十戒」比国で警異的記録

を樹立

「十戒」は次から次へと実例をもつて、全世界にこのセシル・B・デミル作品の威

力がいかにか偉大であるかを示しつゝある。この様ないくつかの実例がフィリップンから寄せられた。本号ではその中で最も歴史的だと思われるものを一つ掲載する。又本号の中心の頁にこの「映画史上最大の映画」の驚異的な力を示す、他のいくつかの実例を紹介した。

パーキンス社長ニユーヨー
クに帰る

パラマウント・インターナショナルの社長ジェームス・E・パーキンス氏は一月二十日、極東方面の視察旅行を終えてニューヨークに歸つた。本誌のメロ切までに入手した同氏の旅行記事は本号に掲載した。

PEOPLE AND EVENTS IN THE FAR EAST CINEMA NEWS



SINGAPORE - This most unusual scene depicts many hundreds of the patients of the Trafalgar Home Leper Asylum viewing an outdoor screening of "The Ten Commandments" in the grounds of the institution. The Asylum is under the guidance of the Franciscan Missionaries of the Divine Motherhood, and while it was not possible for all of the patients to see Mr. DeMille's film, a total of more than nine hundred did. As the Rev. Mother in charge of the Asylum reported:

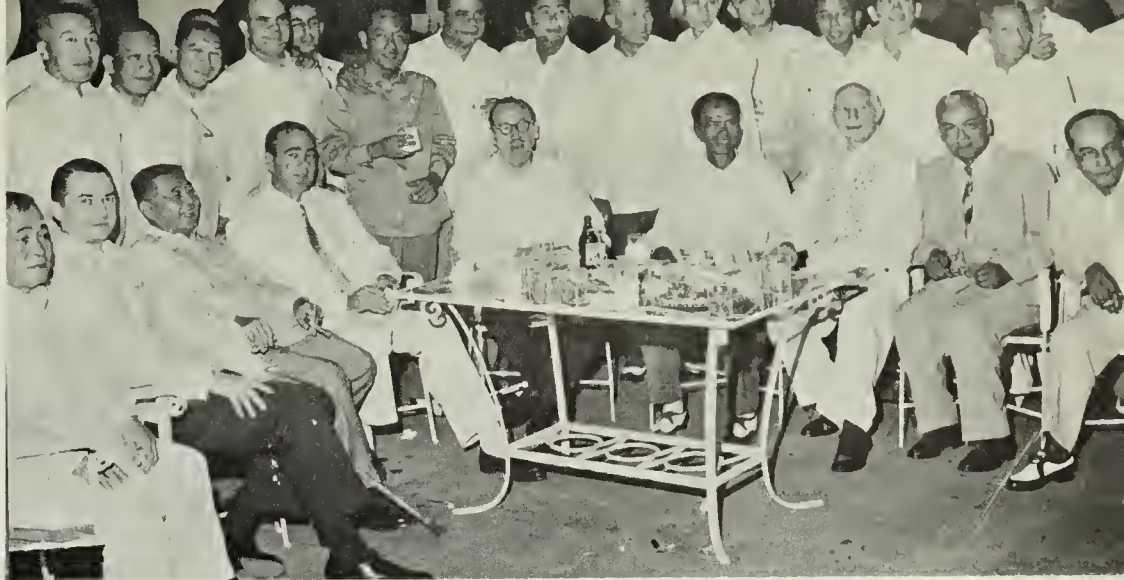
"The majority of the patients would never have been able to see such a wonderful film otherwise.... some of them had not left the wards for many years, but were determined not to miss the show, and got there somehow or other!"



TOKYO - A reception that was representative of the entire film industry of Japan filled the Peacock Room of the Hotel Imperial as a tribute to Mr. and Mrs. J.E. Perkins.



TOKYO - The entire staff of the Tokyo organization, plus the managers of Osaka, Nagoya, Sapporo and Fukuoka, gathered at tea with Mr. J.E. Perkins, who is shown speaking.



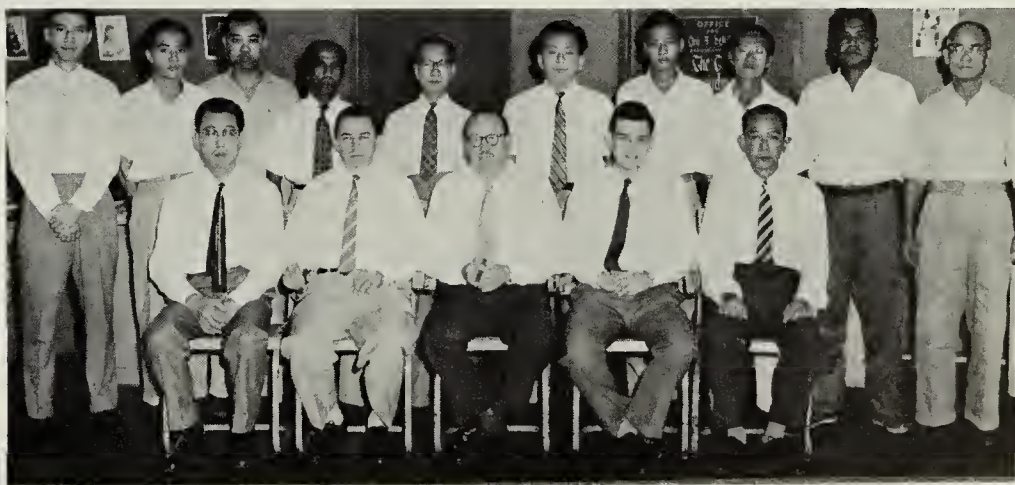
MANILA - The Philippines film industry turned out in full force in tribute to Paramount International's president, James E. Perkins. Here are some of the many theatre owners and bookers shown with Mr. Perkins. Those shown seated are left to right: Mr. Garcia of Galaxy Theatre; Mr. Henriksen; Mr. Rafael Rufino of Avenue Theatre; Mr. Maurice Casey, manager of U-I; Mr. J. E. Perkins; Mr. Tomas Flores, manager of Warners; Mr. Ralph Brambles of Ever Theatre; Mr. Jose Gonzales of Rio Theatre and Mr. Ric Javier, Paramount publicist. Standing, left to right: Mr. Delfin Ong of Banahaw Theatre; Mr. C. Macasaet, Paramount; Mr. J. Baltazar, theatre booker; Mr. N. Morgailly of Lyric Theatre; Mr. A. Bichara of Alex Theatre; Mr. B. Pineda, of the Tamaraw Theatre Circuit; Mr. Ralph Llorente, Mansy Theatre; Dr. L. Domingo of Domingo Theatre Circuit; Mr. Roque Yap, theatre booker; Mr. A. Tan, theatre booker; Mr. E. Abad, Paramount; Mr. E. Contreras, theatre booker; Mr. James Bough of Park Theatre; Mr. Pablo Velarde, theatre booker and Mr. J. Paraiso, theatre booker.

Philippines Triumphs Mount...

One of the greatest trials Philippines Manager Velasquez has faced in his long and superlative Paramount career has been the task, in the last year, of saying "record-breaking" in a different way in connection with each of the towering engagements of "The Ten Commandments." Word of one of the newest of these engagements was contained in this cable to Mr. Weltner:

"TEN COMMANDMENTS" MAIN THEATRE ILO ILO CITY PREMIERE ONE OF MOST SUCCESSFUL I HAVE WITNESSED. GOVERNOR AND ARCHBISHOP IN ATTENDANCE. CONFIDENT EXHIBITION WILL ESTABLISH ALL-TIME RECORD.

- VELASQUEZ



SINGAPORE - Paramounteers of Singapore branch are proud and happy to welcome Mr. J.E. Perkins there on January 3rd. Seated: Mr. Leong Chow Kiat, 35mm Book-er; Mr. S.A. Henriksen; Mr. J.E. Perkins; General Manager Roy McAree; Mr. K.S. Ong, Accountant. Standing: Mr. Teoh Khoo Ghee, General Clerk; Mr. Tan Choon Chye, Asst. Film Checker; Mr. Frederick Tan, Lift Operator/Gen. Asst.; Mr. San Govinden, 16 mm Booker; Mr. T.C. Chuah, Secretary; Mr. Henry Kway, Accounts Clerk; Mr. Teo Siew Chuan, Poster Boy; Mr. Koh Whay Seow, Film Checker; Mr. Asmawi bin Palong, Customs, Shipping & Clearance; Mr. Chia Whay Yam, Shipping Clerk.



TOKYO - At the reception to Mr. J.E. Perkins (right) in the Imperial Hotel. In centre is Mr. Shiro Kido, president of Shochiku. With back to the camera is Mr. S. Tsukimori.

If all the world were just, there would be no need of valour.
-Plutarch



FESS PARKER

He has a role in "The Jayhawkers," Panama and Frank production, which should be really memorable. He is cast with Jeff Chandler and Nicole Maurey in one of the exciting film's three top roles.

The only way to get rid of responsibilities is to discharge them.

-Walter S. Robertson



Clark Gable and the very fetching Lilli Palmer exchange plenty of very remembranceable pleasantries in "But Not For Me," currently in production in the Paramount studio.

RIGHT

Marlon Brando and the very talented Mexican leading lady, Pina Pellicer, in a dramatic scene from "One-Eyed Jacks," the Pennebaker production for Paramount release.

DIE TAGUNGEN AUF DER GANZEN WELT SIND EIN RIESENERFOLG *****

In diesem Monat bringen wir eine Reihe von Berichten zum Abschluss ueber die weltumspannenden Tagungen, welche anschliessend an die Botschaft des Praesidenten Barney Balaban stattfanden, und die von Mr. George Weltner und anderen von ihm bestellten Paramount-Herren in alle Teile der Welt getragen wurde. Obwohl wir den einzelnen Tagungen soviel Raum, wie das innerhalb des Rahmens unseres Magazins moeglich ist, gewidmet haben, wuenschten wir, wir haetten eine Moeglichkeit, den einzelnen an dieser Kampagne Beteiligten noch mehr unsere Anerkennung zum Ausdruck zu bringen. Wie dem auch sei, wir sind sicher, dass es fuer sie eine ermutigende Tatsache ist, dass diese Tagungen, als ein internationaler Erfolg, der Leitung unserer Gesellschaft grosse Freude und Befriedigung gebracht haben. Im ganzen gesehen, sagen die Tagungen eine grosse Zukunft fuer Paramount voraus.

Anfang dieses Monats wurde ein neuer Schritt unternommen, als die Herren Barney Balaban, George Weltner, Paul Raibourn, Russell Holman und Jerome Pickman dem Studio einen einwoechigen Besuch abstatteten. Sie besprachen neue Filmplaene, einschliesslich der naechsten grossen Cecil B. de Mille-Produktion; sie haben sich von einer Reihe von Filmen, die in Bearbeitung sind, Filmstreifen vorfuehren lassen und sahen ferner Kopien der kurzlich fertiggestellten Produktionen, einschl. Danny Kaye's meisterhaftem Film THE FIVE PENNIES. Sie kamen aeusserst ermutigt, sowohl aufgrund des Gesehenen, als auch der getroffenen Entscheidungen nach New York zurueck.

THE BUCCANEER ist in den USA sehr weitgehend herausgebracht worden. Die Erfolge sind ueberaus befriedigend, wie diejenigen, die die Wirtschaftszeitungen lesen, wissen. Dieser Film wurde als "ausgezeichnete Unterhaltung" bezeichnet. Und das ist ja, was das Filmpublicum sucht. THE BUCCANEER ist also gerade das Richtige fuer sie. Die Premiere in Kanada wird Ende dieses Monats stattfinden, und innerhalb der naechsten Monate wird dieser Film noch in vielen anderen Laendern herausgebracht werden.



HOLLYWOOD - Shown visiting Jeff Chandler on the set of "Thunder In the Sun" are the Baroness von Schleinitz and her son, von Schleinitz, Jr. The Baroness is the wife of Brig. General Baron Wolf Dietrich von Schleinitz, who is the Senior Military Representative of the West German Government in the United States. *****

Die Dreharbeit zu Marlon Brandos erstem Paramountfilm ONE-EYED JACKS ist soeben beendet worden. Die sorgfaeltige Bearbeitung des Materials wird noch ein paar Wochen in Anspruch nehmen. Dies wird eine der bedeutendsten Filmschoepfungen des Jahres 1959 sein, und sowohl Paramount, als auch Mr. Brando selbst, Produzent-Hauptdarsteller-Regisseur, sind darauf bedacht, sie so vollkommen, wie nur menschenmoeglich zu gestalten.

DIE ZEHN GEBOTE geben weiterhin der Welt ein Beispiel nach dem anderen von der erhabenen Groesse dieser Cecil B. deMille Produktion. Eine Reihe von Beweisen ist von der Republik der Philippinen eingetroffen, wo dieser Film einen Rekord nach dem anderen aufgestellt hat. Wir berichten heute von einer Begebenheit, die sicherlich Geschichte machen wird. Wir widmen ferner die zwei Mittelseiten dieses Heftes einer Anzahl weiterer Beweise fuer die ueberwaeltigende Macht, die dieser Groesste Aller Filme ausuebt.

Der Praesident von Paramount International, Mr. James E. Perkins, kehrte am 20. Januar von seiner ausgedehnten Orientreise nach New York zurueck. Wir haben Reiseberichte von ihm fuer die Zeit bis zur Drucklegung dieser Zeitschrift vorliegen.

Madras Sensation.....

From the great South India city of Madras comes one of the most outstanding messages sent from anywhere in the world in connection with the presentation of "The Ten Commandments." Addressed to James E. Perkins, president of Paramount International, it reads:

WITHIN LIVING MEMORY OF CITIZENS OF MADRAS THERE HAS NEVER BEEN AN EVENT SO SIGNIFICANT AS OUR OPENING OF "THE TEN COMMANDMENTS" AT ODEON THEATRE. DESPITE HOUSE FULL BOARDS DISPLAYED SINCE MORNING OF OPENING DAY EAGER CROWDS THROGGED THEATRE GATES AND WE HAD TO SEEK POLICE HELP TO CONTROL THEM. ALL PERFORMANCES SOLD OUT FRIDAY SATURDAY SUNDAY AND WE EXPECT SIMILAR HOUSE FULL SHOWS THROUGHOUT THIS WEEK AND AN ALLTIME RECORD FOR LENGTH OF RUN AND BOX OFFICE RECEIPTS IN THIS IMPORTANT KEY CITY IN SOUTHERN INDIA.

- VAIDYANATHAN

CAMERA LENS ON THE CONTINENTAL SCENE



ATHENS, Greece — It's Greek, and very good Greek at that. It says "Paramount's Affirmation of Faith in the Future of the Motion Picture Industry." It is being attested to by Mr. Savas Pylarinos, head of Savas Films, distributor of Paramount product in Greece (at left) and Frank A. Siter, Paramount Middle East District Manager.



VIENNA — Front of the Forum Theatre, where "The Ten Commandments" continues to enjoy one of the most popularly successful engagements of all time. At top: The massive illuminated sign at the side of the Forum.



VIENNA — During the engagement of "The Ten Commandments" at the Forum Theatre, a statuette of Moses was presented to Mr. Julius Raab, Chancellor of Austria. Presentation was made by Henri Michaud, at left, on behalf of Cecil B. DeMille and Paramount. At right is AFEX-Manager Louis Kanturek. In background, AFEX Sales Manager Heniz Donnerberg and AFEX-Publicity Manager Hans Menasse.



ROME — At the Quirinale Palace, on December 10th, the President of the Republic of Italy, Giovanni Gronchi, granted an audience to the winners of the Golden David for 1958, which were awarded last summer at Taormina.

From left: Mr. Annibale Scicluna-Sorge, Dept. of Entertainments; Mrs. Valenzano, of Open Gate Club; Anna Magnani (receiving a Golden David award); Lino Bozzini, UNITALIA; Hon. Egidio Ariosto, Under-secretary for Entertainment; Avv. Nicola De Pirro, Director General for Entertainment; H. E. The President; his Aide-de-Camp; a palace official; and Italo Gemini of AGIS.

Anna Magnani's award was for "Wild Is the Wind."

(Left)

PARIS — During his press conference here, Alfred Hitchcock, at left, talks over the upcoming engagement of his production, "Vertigo," at the Elysees-Cinema with Pierre Arzoumanoff, owner and expert manager of the celebrated Paris film house. In centre is Odette Ferry, ace Paramount publicist.



BRUSSELS — At the Paramount Affirmation of Faith Meeting here, Boris Jankolovics, Supervisor for Germany and Belgium, is flanked by a couple of the Belgian film industry's top notables. At left is Mr. Turfkruyer, at right, Mr. Soudan.



A fine poster from Belgium for "Vertigo." Title of the Alfred Hitchcock thriller is in French and Flemish. Original poster is in colors very much attuned to the mood of the film.



LISBON — Henri Michaud, Dr. Mario Lampreia de Gusmao Madeira (Civil Governor of Lisbon), Paramount Manager Emilio Prister, Mr. Jose Coelho Gil (Administrator of Cinema Imperio in Lisbon) and District Manager Frank A. Siter at the opening night of "The Ten Commandments" in the Imperio.

The secret of being a bore is to tell everything.
-Voltaire



PARIS - "Desire Under the Elms" dominated the displays on the advertising pillars of Paris when the stirring drama was at the Ellysées Cinemas.



MADRID - Entrance to the Cinema Carlos III, with its very dynamic display for "Gunfight at the O.K. Corral."

One Million

Last month it was the proud privilege of General Manager Roy McAree in Singapore to cable Mr. Weltner in New York this message:

SINGAPORE YEARLY BILLINGS TODAY PASSED ONE MILLION FOR FIRST TIME IN OUR HISTORY. NUMBER OF BOOKINGS ALSO HIGHEST ON RECORD.

Mr. Weltner replied: "Sincerest congratulations on this achievement. Plenty of hard work and effort are behind this million figure and your success is deeply appreciated and applauded."



Catch It From the Beginning.....

This unusual picture of Alfred Hitchcock was posed by the director for a very special, and very constructive, purpose. He posed for it in Paris, and it is being used as the basis of an advertising campaign throughout France that we will have much to report on soon. The campaign will of course be built around the Hitchcock thriller, "Vertigo."

Theme of the advertisement is to sell the idea of seeing "Vertigo" from the beginning. (An idea which actually should be applied to all suspense films).

IMMENSE SUCCES DES REUNIONS QUI ONT EU LIEU A TRAVERS LE MONDE

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Ce mois-ci, nous avons achevé la série des comptes-rendus des réunions qui se sont tenues à travers le monde, à la suite de la déclaration du Président Barney Balaban et du message apporté au quatre coins du monde par Mr. George Weltner et autres dirigeants de Paramount délégués par lui. Et bien que nous ayons consacré à chaque réunion autant de place que ce magazine nous le permettait, nous avons l'impression que nous aurions dû accorder plus d'importance à tous ceux qui ont participé personnellement à cette opération. Cependant nous sommes certain qu'ils seront convaincus que la réussite internationale de ces meetings a causé un immense plaisir aux grands directeurs de la société. En outre, intrinsèquement parlant, ces réunions font présager un merveilleux avenir pour Paramount.

La première conséquence de cette série de réunions a été une visite d'une semaine qu'ont rendue MM. Barney Balaban, George Weltner, Paul Raibourn, Russell Holman and Jerome Pickman aux Studios. Ils ont conféré et discuté des projets des nouveaux films, y compris la puissante oeuvre de Cecil B. DeMille. Ils ont vu une bonne partie des films en cours de tournage et visionné les copies des films achevés, dont le chef-d'oeuvre de Danny Kaye "THE FIVE PENNIES". Et ils sont revenus à New-York, le coeur plein d'en-

thousiasme grâce aux projections auxquelles ils avaient assisté et aux décisions qu'ils avaient prises.

"THE BUCANEER" sort dans de nombreux endroits des Etats-Unis et les recettes sont plus que réconfortantes comme le savent déjà ceux qui lisent les corporatifs. Il est important de signaler que ce film a été classé dans la catégorie des "spectacles exceptionnels", ce qui est exactement ce que le public recherche actuellement. Voilà pourquoi "THE BUCANEER" est bien le film qu'il faut en ce moment. La Première de ce film aura lieu au Canada fin Janvier et de nombreux autres pays le verront dans les mois qui viennent.

Le tournage du premier film de Marlon Brando pour Paramount "ONE-EYED JACKS" est presque terminé et le méticuleux travail de montage durera plusieurs semaines. Ce sera une des productions les plus importantes de 1959 et Paramount ainsi que le producteur-réalisateur-interprète, M. Brando lui-même, ont décidé de faire de sa sortie un événement marquant.

"LES DIX COMMANDEMENTS" continuent à fournir au monde un exemple de la majesté sublime de cette production de Cecil B. DeMille. Quelques uns de ces exemples nous sont arrivés des Philippines, où ce film a déjà battu tous les records de recettes. Nous donnons le compte-rendu d'un de ces événements dans le numéro de ce mois car nous sommes sûr qu'il sera historique. Et nous consacrons la page centrale de ce magazine à un certain nombre d'autres exemples du pouvoir fracassant du "Plus Grand Film qui ait jamais été réalisé".

Mr. James E. Perkins, le Président de Paramount International est rentré à New-York le 20 Janvier, après un long voyage d'affaire en Orient. Nous avons un rapport sur son voyage qui s'arrête au moment où nous avons mis sous presse.



PARIS - Arrival of the celebrated suspense director, Alfred Hitchcock, and his wife, in Paris, on one of their periodic visits. From the left: Odette Ferry, Mrs. Hitchcock, Alfred Hitchcock, Marcel Hamel, Paramount Traffic Manager; Miss Teresa Hitchcock (Mr. Hitchcock's cousin), Jerry Juroe, Paramount's Continental Publicity Director.

Next issue we will present, in French and English, the most interesting documentation of the praise of the authors of "Vertigo" to Paramount for the wonderful film adaptation of their novel, "From Among the Dead."



Whichever you remember motion pictures, you'll recall Danny Kaye's "The Five Pennies" (and this scene in particular) with a heart tug and a tear.....This Father-and-Daughter dance scene is completely unforgettable.

HOLLYWOOD, THANKS TO PARAMOUNT IS A SPARKLING SCENE THESE DAYS



Danny Kaye toots the horn for the very man whose life and career he is depicting in "The Five Pennies" - Red Nichols. With them is the real Mrs. Nichols, who is portrayed in the film by Barbara Bel Geddes.



Jerry Lewis as a naval lieutenant in "Don't Give Up the Ship" believes he is shooting an enemy submarine, but all the time it's only the eye of director Norman Taurog - and a rather startled eye at that.



Zsa Zsa Gabor, accompanied by her daughter Francesca, arrives at the Academy Awards Theatre for the premiere of "The Geisha Boy". (Between them, in rear, Paramount Studio Publicity Director Herb Steinberg).



Throughout recent times a number of eminent business men have become renowned via their own characteristic tokens of appreciation. John D. Rockefeller was accustomed to give shiny silver dimes. The late Cecil B. DeMille a special United States commemorative half dollar.

Visitors to the studio who have earned the appreciation of Vice President Y. Frank Freeman via their efforts with the studio's product, receive as a token an 8-ball. This is what Pilade Levi, general manager in Italy, is about to receive from Mr. Freeman. The remarks of Mr. Levi were not transmitted. At right are Producer-Director George Seaton, and Studio legal head, Sidney Justin.



Jerry Lewis, truly a 'Jack of all trades,' takes over the master of ceremonies chore at the dinner party preceding the premiere of "The Geisha Boy." Here he interviews William Bendix.



Pat O'Brien seems delighted to welcome Nobu McCarthy to the "Geisha Boy" premiere. At left, Mr. and Mrs. Jack Oakie.



Cover Picture

Picture on our cover this month shows Jerry Lewis as an unpaid rickshaw-man bringing co-star Nobu McCarthy to the Academy Awards Theatre in Hollywood for the premiere of "The Geisha Boy." The lovely Nobu in turn is providing transportation for Harry the Rabbit, also an important member of the comedy's cast.

INTERNATIONAL NOTABLES IN THE PARAMOUNT SCENE

The MANILA CHRONICLE

businessmen

as seen by GAT



JAMES E. PERKINS
President
Paramount Int'l Films, Inc.

An interesting pen-and-ink drawing that met the gaze of Manila, Philippines Republic, the morning of December 18th was this one of James E. Perkins, president of Paramount International Films, Inc.



LONDON - Trio at the party honoring Paramount Secretary Douglas Cornwell on his retirement from the company after 24 years of service. Mr. Cornwell is at right. At left is his successor, Donald Peverett. In centre is Peter Reed, Head Office Sales Executive.
Left

Mr. and Mrs. Douglas Cornwell chat with Tony Reddin, Director of Publicity and Theatres.



VIENNA - The Austrian Chancellor, Mr. Julius Raab, with his wife, seated in the Forum Cinema awaiting the commencement of "The Ten Commandments." The Chancellor had accepted the patronage of this premiere screening.



MELBOURNE, Australia - Outside the brand new Barclay Theatre, hours before its glittering premiere with "The Ten Commandments", are two noted figures in the Australian film scene. At left, Norman B. Rydge, Chairman of the Board and Managing Director of Greater Union Theatres. With him, Robert L. Graham, Paramount Managing Director for Australia and New Zealand.



MANILA, Philippines - Group at the formal dinner given in honor of James E. Perkins, president of Paramount International Films by the Rufino Bros., Ernesto and Vicente, eminent exhibitors. Function was at the home of Mr. and Mrs. Vicente Rufino. From left: Ernesto Rufino, Mrs. Vicente Rufino, Mr. Perkins, Mrs. Perkins, Vicente Rufino, Mrs. Ernesto Rufino, Mr. S.A. Henriksen, Paramount's Far East Supervisor.



CAIRO - At Paramount's meeting delineating company policy, Mr. Dimitri, manager of the first-run Royal Cinema of Alexandria seems well content with what he has heard from Paramount District Manager Frank A. Siter, right.



NEW YORK - Cecil B. DeMille has just received from Edward Miller, entertainment editor of Seventeen Magazine, that publication's "Picture of the Month" award for "The Buccaneer." The presentation took place at the Hotel Plaza during Mr. DeMille's recent visit to New York for the premiere of "The Buccaneer."



NEW YORK - Mrs. Jerome Pickman with Cary Grant at the Capitol Theatre opening of "Houseboat."



DENVER - Here on a personal appearance tour in conjunction with showings of "The Buccaneer," Henry Wilcoxon, producer of the picture, records an interview with Gene Amole, owner of radio station KDEN for use over that station.

KONFERENSERNA VÄRLDEN ÖVER EN STOR SUCCÈS

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I och med detta nummer avslutas redogörelsen för de konferenser på skilda platser som hållits i anslutning till Mr. Barney Balabans nya programförklaring och vars optimistiska budskap sedan genom Mr. George Weltner och hans medhjälpare förts vidare ut i världen. Vi ha givetvis bemödat oss om att så ingående som utrymmet det medgivit rapportera varje speciell konferens, men skulle gärna ha velat uppehålla oss litet längre vid de olika personliga insatserna, om det varit möjligt. Nu hoppas vi dock att var och en känner och förstår att alla dessa konferenser - som ett



COPENHAGEN - Brilliant exterior of the Norreport Bio as Cecil B. DeMille's "Samson and Delilah" was given a glittering premiere - and met with great success.

A hen is only an egg's way of making another egg.
-Samuel Butler



This is Danny Kaye as Red Nichols in "The Five Pennies." Danny is shown here in one of the many characterizations he gets himself into in his well-nigh frantic efforts to restore his ailing little daughter to health.

The true standard of quality is seated in the mind; those who think nobly are noble.
-Isaac Bickerstaffe



SOPHIA LOREN IN COPENHAGEN

Miss Loren is just about the best customer the air routes across the North Pole have. And when she travels the polar route from her native Italy, and her almost-native Switzerland, Miss Loren has to pass through the very lovely capital of Denmark.

Above, en route to Hollywood to co-star with Anthony Quinn in "Heller With A Gun," Sophia is met by Paramount Manager John Aarshøj, left. Her husband, Carlo Ponti, is in rear of her, and directly behind Mr. Ponti is Mrs. Aarshøj.

internationellt, väl slutfört verk betraktat på högsta ort utlöst den största glädje och tillfredsställelse och att de som helhet förbåda en strålande framtid för Paramount.

Nästa steg togs i början av denna månad, när herrarna Barney Balaban, George Weltner, Paul Raibourn, Russell Holman and Jerome Pickman gjorde ett veckolångt STUDIO-besök. Man diskuterade kommande produktionsplaner, däri inkluderad Cecil B. DeMilles nästa storfilm; man tog en titt på filmer under inspelning och såg de nyligen färdigställda, bland andra Danny Kayes mästerverk "THE FIVE PENNIES". Vid återkomsten till New York var tillfredsställelsen stor med vad man sett och med beslut som fattats.

"THE BUCCANEER" går nu för pukor och trumpet överallt i Amerika, vilket inte torde vara obekant för dem som läser facktidningar. Filmen har rekommenderats som "oöverträfflig underhållning" och eftersom det är vad filmpubliken vill ha, är BUCCANEER precis filmen för dem. Premiären i Canada blir först längre fram i månaden och många fler länder kommer att bli i tillfälle se den under den närmaste tiden.



COPENHAGEN - Front of the Saga Theatre as Alfred Hitchcock's thriller, "The Man Who Knew Too Much" was premiered most successfully. At top are Mr. and Mrs. Mogens Wieth. Mr. Wieth is the highly popular Danish actor who played the role of the ambassador in the Hitchcock picture. He was of course present at premiere.

Just nu läggs sista handen vid "ONE-EYED JACKS", Marlon Brandos första Paramountfilm. Det omsorgsfulla textningsarbetet kommer att ta åtskilliga veckor. "One-Eyed Jacks" blir ett av 1959 års stora triumfösk och såväl Paramount som producenten-stjärnan-regissören Marlon Brando själv är fast beslutna se till att det blir en film, så utan vank och brist som över huvud taget är möjligt att åstadkomma.

Bevisen på storheten i Cecil B. DeMilles "DE TIO BUDORDEN" fortsätter att strömma in, nu senast från Filippinska republiken, där den gång efter annan slår sitt eget publikrekord. Vi ger denna gång ett exempel, som troligen blir ett historiskt sådant, och dessutom ägnar vi mittuppslaget till att ytterligare understryka framgången med denna "den största film som någonsin gjorts".

Paramount International's president James E. Perkins återkom till New York den 20 januari från sin resa till Orienten. Vi ger en överblick av Mr. Perkins resa fram till denna tidnings pressläggning.

VERTIGO has proven to be an immense success in Brussels. Manager Julian Binstock has kept the telegraph wires sizzling with accounts of the Hitchcock film's triumphs at the Eldorado and Acropole Theatres. In fact, the first week's business at the Eldorado proved to be an all-time record for that cinema.

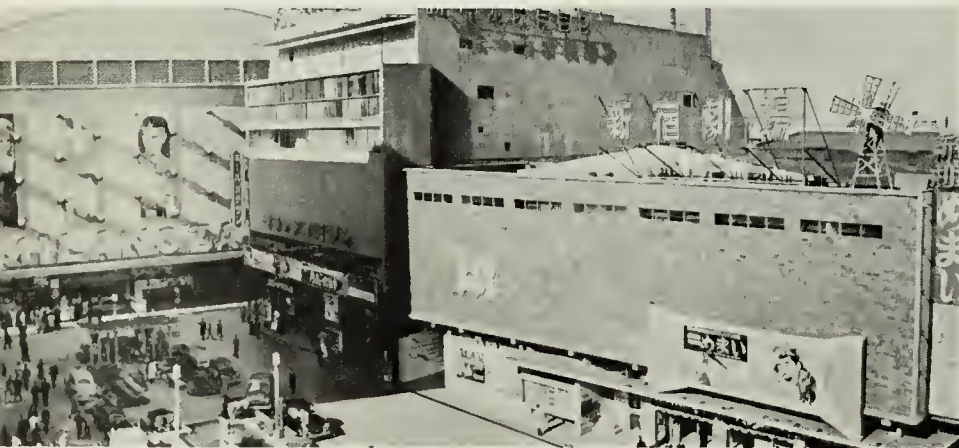
A VISTAVISION "THE TEN COMMANDMENTS"

We have several times said that it would be possible - and very easy - for us to devote an entire issue to "The Ten Commandments." But it would not be practical, in business sense. However, this month we are endeavoring to give a swift but comprehensive vista of the Cecil B. DeMille production continuing impact on the world. This is



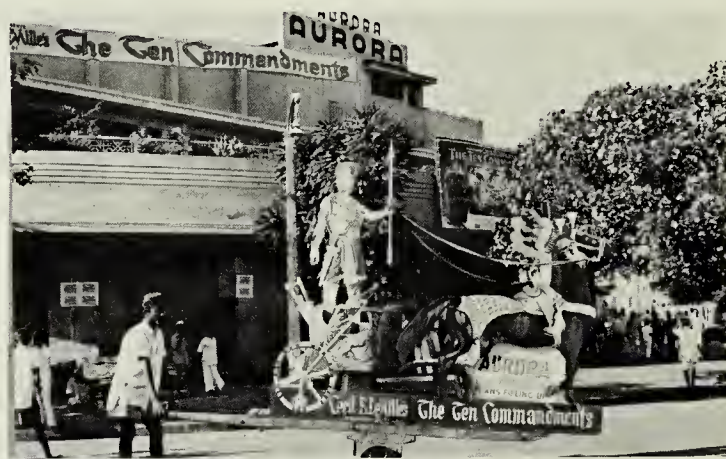
LISBON

When the truly great theatre fronts of all the world are finally arrayed for Judgment, this facade of the Cinema Imperio must certainly rank with the greatest. Behold the giant figures in contrast with the sizes of humans below at the cinema's entrance.



"The Ten Commandments", plus

There are three (3) theatres in this Shinjuku area of Tokyo. Milanoza, at left, began its local engagement of "The Ten Commandments" on December 24, and is still playing it. Grand Odeon, centre, is a road-show house presenting "Houseboat" day-and-date with two other cinemas. Shinjuku Gekijo, at right, first played "Vertigo" and has "The Sad Sack" as its attraction in this photo.



BOMBAY

After 31 record-breaking weeks at the Regal Cinema here, the mighty film opened December 19 at the Aurora Cinema in Bombay's suburban area. Note the unique hand-cart showmanship.



THAILAND

One of the upcountry a magnificent job of with the greatness of attracted tremendous



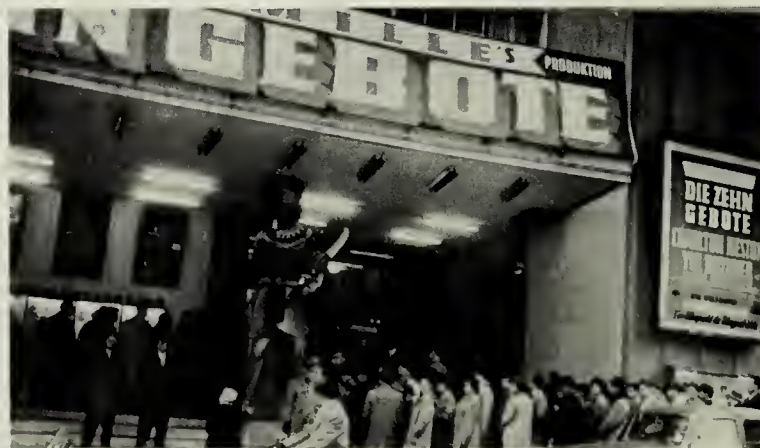
HONGKONG

Towering display on the front of the King's Theatre here during an engagement which set many records. Long gold strip on marquee edge is announcement of charity benefitting from showing.



VALPARAISO

Far more persons possibly hold, gathering beginning of the attendance has been



VIENNA

The Forum has now been presenting "The Ten Commandments" for so long, and so successfully, that Viennese picturegoers have to tax memories to recall what was last in this famous cinema.



COLOMBO

View of the Libe had been closed on and after the resists for another

PANORAMA OF S' AROUND THE WORLD



Bulletin

"The Ten Commandments" broke through the million-peso gross mark yesterday (Jan. 6) the 98th day at Galaxy Theatre. This is more than twice record gross here and is history-making event in Philippine movie theatre annals.

- Velasquez

Among the many enduring tributes that Mr. DeMille's great motion picture has had paid it around the world, is the one penned by the editor of the Madras (India) Tamil magazine, 'Tamil Cinema.' So moved was this editor that he headed his review:

"God has given you eyes - use them well by seeing THE TEN COMMANDMENTS."



Theatres in Thailand did dressing the populace in picture. The cutouts interest among picturegoers.



MELBOURNE

Most unusual is the front of the brand new Barclay Theatre, newest cinema in Australia, and one of the world's finest. It will present "The Ten Commandments" until next December, at least.



PANAMA CITY

The cleverly designed showmanship front of the Lux Theatre here has been put to wonderful use in an engagement which has shattered all records in the illustrious history of the Lux.



an the Cinema Real could every day during the ement here. And capacity e solid rule since.



JERSEY CITY

Hundreds of theatres in the United States have experienced the same capacity-storming crowds shown at this cinema just across the Hudson River from New York City.



IPOH, Malaya

This 90-feet-wide neon sign is the largest ever erected in this capital of the world's richest tin mining area, and is of course decorating the highly imposing Cathay super-Cinema.

COMMANDMENTS IN HISTORY



Theatre here after doors other capacity attendance, l crowd had purchased tic-ormance in the record run.



DAVAO CITY

It would be impossible to visualize any part of the world supplying a more frenetic report on reactions to the great picture than came from the Lyric Theatre of Davao City, Philippines.



LONDON

This is the Odeon Theatre, Mile End Road, where the picture played a matchless 5-weeks engagement following the great London run at the Plaza. Capacity audiences at every single presentation.

CINCINNATI, Ohio - The gathering of newspaper representatives who heard Cecil B. DeMille's message from the New Orleans premiere of "The Buccaneer." Clockwise from lower centre: William Meier, Paramount; John McGill, Ashland (Ky.) Daily Independent; Sol Padlibsky, Charleston (W.Va.) Daily Mail; Joe Coyle, Lexington Herald-Leader; Joe Alexander, RKO Theatres; Arthur Darek, Cincinnati Enquirer; Arthur Kany, Dayton Journal Herald; Mrs. Dale Stevens; Dale Stevens, Post-Times Star; Mrs. Don Hicks; Don Hicks, Paramount Branch Manager; Bill Norman, Springfield (O.) News; Phil Skardon, Springfield (O.) Sun; Clyde Moore, Ohio State Journal, Columbus; Edward Hyman, Huntington Theatres; Walt Southward, Huntington, W.Va. Herald Advertiser; George Hahn, Sunday Star, Columbus, Ohio.



TUCSON, Ariz. - Frank Johnson, right, city editor of the Arizona Daily Star, congratulates Anthony Quinn for his "wonderful direction" of "The Buccaneer."



This is cover of the special supplementary pressbook and showmanship manual issued for "The Ten Commandments," and containing a wealth of tried and proven advertisements, and stressing the fact that the picture is being presented "Intact" and "Uncut."



U.S. BRANCH NEWS

CONTINUED FROM PAGE 6.

and then a third. Needless to say, Branch Manager Harry Buxbaum is elated.

Everyone is looking forward to the Christmas Party to be held in the Tudor Arms Hotel, December 15th. All Cleveland exchanges participate in this yearly get-together and this year it promises to be quite an affair.

Lillian Ack, office manager-cashier, recently returned from a two-week vacation in Mexico. Just couldn't get enough of that good old sunshine and, trying to keep that "brown glow" achieved there, burned herself under a sunlamp at home. Ironical, isn't it?

GEISHA BOY was sneaked at the Stillman Theatre and only excellent comments were heard after the preview.

Mary Jane Hillenbrand, contract clerk, is an avid movie-goer. She usually attends four shows on Saturday and one on Sunday, if no pictures have held over, and subscribes to the Hollywood Citizen News, thus keeping abreast of developments in the motion picture industry. Mary Jane came to us from Universal -- their loss has certainly been our gain! We also welcome Rona Sherman, another enthusiastic movie-goer. (It's people like Mary Jane and "Ronnie" who keep the movies open).

That big bird is circling over Cleveland. Both the Greskas and the Kronenbergs are expecting "bundles from heaven". This will be the first for Bob and Judy, and Don and Barbara Greska are hoping for a sister for little Mark Anthony.

Cleveland is in first place in the Final Short Subject Standing of PARAMOUNT'S FORWARD MARCH as of November 27, 1958, and we are anxiously awaiting the official outcome. Sheldon Schermer, Head Booker, received 145 short dates from the Schine Circuit for the Christmas period.

"Watty" Watson, advertising representative on THE BUCCANEER, re-visited us on December 2nd and brought Miss Inger Stevens, appearing on behalf of the picture. Pictures were taken and after a complete tour of the office she was taken to her hotel by Shelly Schermer. Jerry Lipow, in charge of the Film Exchange Employees Christmas Party, has been appointed Chairman of the Entertainment Committee for the Cleveland Variety Club for 1959. He seems to be a very busy man! --Martha Lester

JACKSONVILLE The New Year brings about many changes in the Jacksonville Branch. Two new faces are seen in our Booking Department. We welcome Van Burney and George Williams as Student Bookers. We in turn lose Harold Tur-

New York's Capitol To Premiere "The Trap"

January 28th marked the date set for "The Trap" to be sprung on New York's picturegoers at the massive Capitol Theatre. It follows the 8-weeks engagement of "The Buccaneer."

byfill to Uncle Sam for his tenure of service. Do not be misled, however, about the above. It actually does not take two men to replace Harold.

Friday, December 19, all attended our Annual Christmas Party held at the Charcoal Steak House. It was a gala affair in which many pounds of good beef was consumed also with the usual Christmas toddies.

We hate to see the old year go because we are all one year older, but with the New Year everything starts from scratch and we are off again in our never ending attempt to produce our salt as bookers, salesmen and Paramounteers. --Herman Allen



ST. LOUIS, Mo. - Snapshots from this alert branch, thanks to Correspondent Jane Smoller. (1) Mrs. Pauline Wrozier, identified as "Our G-O-R-G-E-O-U-S Clerk in the Booking Dept., snapped at the Christmas party. (2) Inger Stevens, star of "The Buccaneer," chatting with Office Manager Jerry Bahner during her recent visit to the branch. (3) Shot of the Christmas party. Branch Manager Harry Haas, at left is opening card which accompanied Pep Club's gift to him. Salesman Bill Sharpe has just made the presentation.

DENVER We all enjoyed our Christmas party at Soda Lake Country Club on December 6. Everyone had the Christmas spirit and a good time was had by everyone. Doris Herman, Ledger Clerk, spent the Christmas Holidays with her in-laws in Brooklyn, New York.....Tillie Chalk, Cashier, who has been a Paramounteer for over 30 years was recently stricken with fatigue exhaustion - not a good way to celebrate the New Year. She is coming along fine now and that's good news to all.

We recently had a cold wave here in Denver. The temperature - 22 below - mighty cold. Even with the weather, downtown theatres are doing big business.

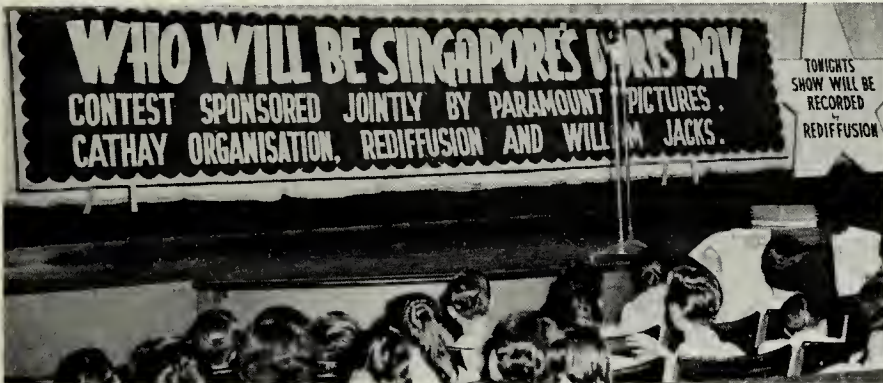
Karlene Ott, Ledger Clerk, recently resigned in order to return to her home in Iowa. She is being replaced by Mary Lou Higgins who worked for us previously. Welcome back Mary Lou and good luck Karlene!

--Frank Carbone

NEW ORLEANS In the bulletin of January 6 New Orleans was unofficially announced as the winner of the Paramount "Forward March" Drive. Hard work by the entire staff combined with terrific grosses on such pictures as "Houseboat", "Geisha Boy" and "Buccaneer" contributed towards this 1st position rating.

(Continued on Page 28)

ALL AROUND THE WORLD THE 'SHIP' TO BRING THE BOOTY IN IS SHOWMANSHIP



SINGAPORE - Cathay showmanship, plus the efforts of Paramount (for "Teacher's Pet"), Rediffusion and the organisation of William Jacks, really went all out to select the "Doris Day of Singapore." We picture her on the right of this page, but above we show a small part of the teen-age crowd thronging the Cathay Theatre for the contest, and for the enjoyment of the Clark Gable-Doris Day comedy, "Teacher's Pet." Incidentally, the event was compered by Paramount Gen. Mgr. Roy McAree.



RENO, NEVADA - This Treasure Chest was not in a theatre, but in the lobby of the Holiday Hotel -- but the Granada Theatre got a "Buccaneer" credit. Drawings were held in the hotel's lobby during run of the picture. Shown in photo are, at left, Lee Frankovich, general manager of the Holiday Hotel, and Val Dage, manager of the Granada Theatre.

"Tempest"

...A heroic magnitude and quality of enduring greatness is stamped all over "Tempest...It moves fluidly and fascinatingly.
FILM DAILY



ST. LOUIS - The very showmanship-minded Miss Inger Stevens made the front pages of all papers with this picture, and of course every caption gave full credit to "The Buccaneer."



FRESNO, California - 'Treasure Chest' showmanship is a natural for "The Buccaneer," and here is a grand example of it in the lobby of the Fox Wilson Theatre here.

SEATTLE, Wash. - Paramount Field Representative Walter Hoffman had a 'field day' for "The Buccaneer" when one of those fantastic chances brought to light in this city a girl with the real name of Jean Lafitte, a direct descendant of the central character of the film. From that moment, a wonderful campaign of showmanship enveloped the young lady.

And the Paramount Theatre, which was premiering "The Buccaneer," did a whale of a business.



SINGAPORE - This is Miss Nancy Renjaan, First Prize Winner in the "Who Is the Doris Day of Singapore?" Contest pictured to the left of this page.



SUPERLATIVE PUBLICITY

Pictured here are the cover and Pages 14-15 of the December 17th issue of Woman's Own, of London. This eminent weekly has a circulation of 7,251,000 readers, and on only four or five times a year serializes a motion picture. Thus the tribute to Paramount's "Houseboat" is a high one indeed, especially its designation as "The year's most heart-warming film story." The publicity break occurred only days before the film's highly successful Plaza premiere.

FOR "THE TEN COMMANDMENTS"

Paramount has prepared specifically for use in connection with local special engagements of "The Ten Commandments" a new 12-page pressbook that highlights in all of its extensive campaign material the fact that the Cecil B. DeMille production comes to the local theatre "intact and uncut." This new pressbook supplements the giant original pressbook on "The Ten Commandments."

Pages in the new showmanship book are devoted to typical ads used by exhibitors to win record grosses in their theatres.

Drive-in Majesty....

RIGHT

Life Magazine's special year-end issue was devoted to the world of entertainment and contained many magnificent features. One was this 2-page spread of a double screen (back-to-back) drive-in theatre showing "The Ten Commandments." The twin parking arenas hold thousands of automobiles, and an awe-inspiring touch is provided by a flight of jet aircraft across the skies as Moses on the screen commands the waters of the Red Sea to separate and allow the Israelites to cross.

The drive-in is at Oak Hill, Salt Lake City, Utah.



DE BIJEENKOMSTEN ZIJN OVERAL TER WERELD EEN GROOT SUCCES GEWEEST

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Deze maand completeren wij de serie verslagen over de bijeenkomsten welke overal ter wereld zijn gehouden als gevolg van President Barney Balaban's verklaring en het daarop gevolgde uitbrengen van deze boodschap naar alle delen van de wereld door Mr. George Weltner en andere Paramount leiders, door hem aangewezen. En zelfs al hebben wij aan ieder van deze bijeenkomsten zoveel plaatsruimte gegeven als mogelijk is in dit blad van beperkte omvang, toch weten wij, dat wij graag nog veel meer aandacht hadden willen besteden aan al degenen, die bij deze meetings betrokken zijn geweest. Wij zijn er echter van overtuigd, dat het hun allen genoeg zal doen te weten, dat deze bijeenkomsten een internationaal succes zijn geweest, waarvan de topmensen van onze maatschappij zeer veel plezier en een grote voldoening hebben. Bovendien, al deze meetings tezamen kondigen een grootse toekomst voor Paramount aan.

De volgende stap, na de meetings, werd genomen in het begin van deze maand toen de Heren Barney Balaban, George Weltner, Paul Raibourn, Russell Holman en Jerome Pickman een bezoek van een week aan de studio brachten. Zij confereerden over plannen voor nieuwe films, vooral over de komende machtige productie van Cecil B. De Mille; zij zagen grote stukken van films, die in de maak zijn en een aantal kopieën van films, die kortgeleden voltooid werden, o.a. Danny Kaye's meesterlijke "The Five Pennies". En zij keerden bijzonder opgewekt over hetgeen zij gezien hadden en over hun besluiten naar New York terug.

"The Buccaneer" loopt thans overal in de Ver. Staten en de resultaten zijn hoogst bevredigend, zoals degenen onder U, die de vakbladen lezen, zeker reeds al weten. Het belangrijkste van deze film is, dat zij zeer hoog aangeschreven staat als "superlative entertainment", en daar het publiek juist hiernaar vraagt, is "The Buccaneer" uitstekend voor hen geschikt. Canada's première volgt in de loop van deze maand, en vele andere landen zullen de film in de komende maanden te zien krijgen.

De opnamen van Marlon Brando's eerste Paramount film "One Eyed Jacks" zijn bijna voltooid, en het nauwgezette werk om de film te monteren zal ook nog een aantal weken in beslag nemen. De film zal een van de belangrijkste producties van 1959 worden en zowel Paramount als de producer-ster-regisseur Marlon Brando zelf zijn van plan deze film zo perfect te maken als het menselijk vernuft maar enigszins vermag.

"De Tien Geboden" gaat steeds maar voort aan de wereld te tonen van welk een sublieme majesteit deze Cecil B. DeMille productie is. Een aantal van deze voorbeelden komt van de Philippijnen, waar de film reeds alle bestaande records gebroken heeft. Wij brengen deze maand een verslag van een voorbeeld, waarvan wij zeker zijn, dat het historisch is, terwijl wij voorts op de middelste pagina's van dit nummer enige andere voorbeelden geven van de geweldige macht van "De grootste film ooit gemaakt".

Paramount International President James E. Perkins keerde op 20 Januari naar New York terug na een uitgebreide tournee door het Oosten. Tegen de tijd dat dit nummer op de pers gaat, hebben wij ons verslag over deze reis gereed.



LONDON - Cary Grant, who is scheduled to appear in at least one Paramount picture during 1959, says hello to the British press as he arrives at London Airport. His visit coincided with the successful premiere of "Houseboat" at the Plaza Theatre

"It is well, when one is judging a friend, to remember that he is judging you with the same godlike and superior impartiality."

-Arnold Bennett



STORMS OF SHOWMANSHIP  
CYCLONES OF COOPERATION  
TORNADOES OF TIE-UPS  
HURRICANES OF HELPFULHINTS  
GALES OF GO-GET-IT-IVENESS  
MONSOONS (well, to the heck with  
alliteration) MONSOONS  
OF PUBLICITY, EXPLOITAT-  
ION, ADVERTISING AND  
EVERYTHING ELSE TO MAKE A  
GIANT BOX-OFFICE TRIUMPH  
OF...



PARAMOUNT PRESENTS

# TEMPEST

A DINO DELAURENTIIS PRODUCTION

TECHNICOLOR® Filmed in TECHNIRAMA®

ONE OF SEVERAL highly important sales-showmanship meetings held in New York during the recent conference of division managers in Home Office consisted of an exhaustive survey and planning council on the sole topic of the forthcoming national release of "TEMPEST." Every facet of showmanship was examined and the most practical and forthright were incorporated into the mass saturation campaign that will be administered and directed by Jerome Pickman, Martin Davis, Joseph Friedman, Burt Champion and the nation-wide showmanship team of merchandising representatives. Comprehensive details of the plan, as well as precise instructions designed to make this Paramount's all-time-topper campaign, are being sent to every branch.

SO FAR AS SHOWMANSHIP is concerned, this will be a Terrific, Towering, Tornadic "TEMPEST" indeed!



## DELIVERING THE MESSAGE TO BRAZIL



RIO DE JANEIRO - General Manager Stuart Dunlap speaking to the assembled exhibitors and press representatives and introducing Latin American Division Manager Henry B. Gordon, who in turn delivered Mr. Balaban's famous Paramount message.



RIO DE JANEIRO - Henry B. Gordon, at right is speaking with Antenor Teixeira, editor of the film publication Cine Reporter, which circulates throughout Brazil. This was at the Mesbla Restaurant where the Paramount meeting was held, and Mr. Gordon congratulated Mr. Teixeira on editing a very fine publication. In the foreground is Carlos Etchebarne, comptroller of Paramount in Brazil.

"A man's friendships are, like his will, invalidated by marriage --- but they are also no less invalidated by the marriage of his friends."

-Samuel Butler



### CRITICS IN FORCE

RIO DE JANEIRO - So important was deemed Mr. Balaban's message that all of the motion picture critics accepted Paramount's invitation to attend Mr. Henry Gordon's meeting. Here are a few of them. Reading from left: Geraldo Queiroz, of

"Jornal do Brasil"; Otávio Bonfim, of "O Globo"; Alberto Shatowsky, of "Manchete" and "Radio Ministerio da Educação"; Moniz Viana, of "O Correio da Manhã"; José Sans, of "Jornal do Comércio"; Van Jaffa, of "Gentleman"; Oswaldo Rocha, Paramount Publicity Director; and Pedro Lima, from "Diários Associados."

## O ÊXITO MUNDIAL DO TESTEMUNHO DE FÉ..... OUTRAS NOTAS MENSAIS

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Com esta edição encerramos nossas reportagens referentes ao êxito obtido pelo testemunho de fé do Presidente Barney Balaban no futuro da indústria cinematográfica, de cuja disseminação pelo mundo se encarregou Mr. George Weltner, que por sua vez escolheu outros líderes da Paramount, de reconhecido mérito, para auxiliá-lo na sua delicada tarefa. E embora tivéssemos dedicado a cada reunião todo o espaço que, com limitações, a nossa revista permite, e tivéssemos tributado a cada mensageiro dessa declaração os créditos merecidos, ficou-nos a justa impressão de que por muito que dissessemos, muito ainda ficou por dizer, realçando o papel de cada um. Cremos, entretanto, que todos que tomaram parte nessa diligente missão estão bem certos de que, como uma cruzada internacional, os seus resultados foram completos e deram aos executivos da nossa firma completa satisfação. É um fato que esse testemunho de fé levou a tôdas as nossas filiais a mais forte esperança no futuro da organização a que chamamos indústria cinematográfica.



RIO DE JANEIRO - Paramount's release in Latin-America, "Nights of Cabiria," starring Giulietta Masina, has been such a phenomenal success everywhere that when the Italian Film Festival opened in both Rio de Janeiro and Sao Paulo recently, Miss Masina was invited to come from Italy and be present. She is shown here conversing with Sr. Accioly Neto, right, Director of O Cruzeiro magazine, and Sr. Oswaldo Leite Rocha, Paramount Publicity Director. (Other two persons not identified).

### O próximo passo dado, para o fortalecimento daquela fé, foi a visita que no começo deste mês fizeram ao estúdio os senhores Barney Balaban, George Weltner, Paul Raibourn, Russell Holman, e Jerome Pickman. Essa visita durou uma semana. Eles tiveram várias conferências sobre as novas produções, inclusive a próxima de Mr. Cecil B. DeMille. Apreciaram também na tela muitos trechos de filmes em produção e outros já terminados. Entre estes está o de Danny Kaye, denominado "The Five Pennies" - Os Cinco Vintens. A impressão trazida pelos ilustres visitantes, inspirada no que viram, foi alta e edificadora. A futura produção justifica de sobra os conceitos otimistas de Mr. Balaban e seus colegas.

### "O Corsário Sem Pátria" já foi estreitado em muitos lugares dos Estados Unidos. E a apreciação dos críticos tem sido muito favorável. Mais de uma dezena de jornais o classificaram como o diversão de primeira categoria e como é isso exatamente o que o público procura, está visto que "O Corsário Sem Pátria" é uma produção de êxito garantido. A estréia do filme no Canadá se realizará no fim deste mês e só depois de algumas semanas, quiçá meses, seguirá para o mercado do mundo paramountês.

### A primeira produção de Marlon Brando para a Paramount, "One-Eyed Jacks", já está terminada, faltando apenas a coordenação ou montagem para a devida continuidade. Isto tomará algumas semanas, mas que já vimos pela projeção de certos trechos da fita, podemos assegurar que é ela uma das grandes do nosso programa para 59. Pelo menos é também o que nos garantem a Paramount e o seu produtor-astro-diretor, Mr. Brando, que é de opinião que nessa fita produziu o melhor.

### "Os Dez Mandamentos" continua a oferecer o melhor em espetaculosidade ao redor do mundo e a afirmar em toda parte a supremacia de Cecil B. DeMille como produtor de grandes filmes destinados a causar esse desejado efeito. Um dos maiores récores de bilheteria obtidos por essa fita foi estabelecido há pouco nas Filipinas e continua a ganhar foros em territórios vizinhos. E para mantermos o histórico da popularidade de "Os Dez Mandamentos", damos em sua devida seção uma notícia com mais pormenores sobre os novos êxitos da fita.

### Regressou a Nova York em meados de Janeiro o presidente da Paramount International, Mr. James E. Perkins, que vem de fazer uma extensa "tourné" pelo Oriente. Daremos uma detalhada reportagem de sua viagem se ainda tivermos tempo nesta edição.



# AUSTRALIAN-NEW ZEALAND SCENE HIGHLIGHTED BY DAZZLING DEBUT OF NEW BARCLAY IN MELBOURNE



MELBOURNE - Australia's newest and most modern motion picture theatre is the Barclay, which had its premiere on December 11th last. In the best tradition in show business, it opened with the mightiest motion picture ever made, "The Ten Commandments." The Barclay came into being via the vision, courage and faith of Norman B. Rydge, who is known to the world as Chairman of the Board, and Governing Director of Greater Union Theatres.

Mr. Rydge was the recipient of cabled congratulations from all over the world (plus a recorded message from Cecil B. DeMille), and it was characteristic of him in replying to Mr. Balaban, president of Paramount, to state that he had every expectation of "The Ten Commandments" being the attraction at the Barclay "one year from this very moment."



MELBOURNE - Following a special screening of "The Ten Commandments" here, the Rev. H. Freeman, Rev. F. J. Angus, Rev. J. Stanley Waight and the Rev. Father Bresslan are interviewed by Kevin O'Gorman of Radio Station 3KZ.

("The Ten Commandments" became the first film to be presented at the magnificent new Barclay Theatre, the premiere of which was announced last month, and which we picture in detail this month.)

Alfred Hitchcock's "Vertigo" has premiered with conspicuous success at the Prince Edward Theatre in Sydney.



MELBOURNE - The Governor of Victoria, Sir Dallas Brooks, officially opens the magnificent new Barclay Theatre, newest and most modern in Australia, and one of the world's finest. At left are: Mrs. Byrne (daughter of the Governor), Mrs. Leo Curtis (Hon. organiser of the charity committee), and Norman B. Rydge (Chairman of the Board and Managing Director of Greater Union Theatres). In rear of His Excellency is John Shaw, Manager of the Barclay.

In the course of his remarks, the Governor said: "It is my privilege formally to declare this most modern, new and -thank heaven, air-conditioned - Barclay Theatre opened...and in so doing I will say to all here just this - by your charity in being here in this theatre tonight for the Yooralla Appeal, you have done an act worthy of this great epic picture we are just about to see - 'The Ten Commandments'."



MELBOURNE - In lobby of the Barclay, Paramount Managing Director Robert L. Graham is interviewed by Kevin O'Gorman of Radio 3KZ. At left are Mr. and Mrs. Norman B. Rydge, Paramount General Sales Manager George M. Nacard, and Mrs. R. L. Graham. Interview was carried on national hook-up.

MELBOURNE - At Barclay premiere, The Governor, Sir Dallas Brooks, meets one of the ushers. In centre: Mrs. Robert L. Graham, Mr. Graham and John Shaw, the theatre's manager.



## Impressive Proof of Future

ONE was the new Barclay Theatre — standing as solid and impressive proof that the motion picture industry has a great future ahead of it. Press, TV and radio in Melbourne were quick to sense the story value of a man who not only made optimistic assurances of his faith in the future of an industry but backed them up in the most practical way. It was this proof of confidence—this building of the Barclay Theatre—which captured the imagination of those who control the communication media and ensured the success of a most successful promotional campaign.

The other was the film — for what greater confidence in its product could the film world show than to produce the impressive spectacle that DeMille has called "The Ten Commandments."

This editorial tribute to the courage which went into the opening of the Barclay, and that which went into the making of "The Ten Commandments," was a front page feature of Page 1 of "The Australian Exhibitor" of Dec. 12.

MELBOURNE - Jim Williams, Paramount's Publicity-Advertising Manager, talks about Cecil B. DeMille's production with Mr. G. F. Baker following a special screening of "The Ten Commandments" here. Mr. Baker is General Secretary of the British and Foreign Bible Society.



CONTINUED FROM PAGE 22



HOLLYWOOD - During the making of "The Black Orchid," Sophia Loren had to be introduced to the American game of bowling by Anthony Quinn because it forms a dramatic part of this great picture.



Richard Widmark, Tina Louise and an almost empty gun are all that stand between oblivion -- and "The Trap." It all adds up to one of the most exciting Paramount pictures in years.

The extraordinary thing about my father is that his public face and his private face have been the same. He has been the same man to the world that he has been to his family. And that is harder than it sounds. It is the very definition of integrity.

-Charles Van Doren

We, in New Orleans, are very happy to be on top.

On Saturday, January 10, Paramount pep club had its annual Christmas dinner-dance. On this date, Salesman Ed Shinn and Mrs. Irma Rogers, Booker, both 25-Year Club members, were celebrating their birthdays. They would not divulge their ages, however. Unfortunately, Mrs. Rogers was not able to attend due to illness.

Mrs. Nettie Warnick, former employee, called to advise that she had a fine baby girl. This makes a boy and a girl for Mrs. Warnick.....Clyde Daigle, office manager, announced that this wife would have their 8th sometime in July.

Since our last letter Miss Jane McDonnell, ledger clerk, has returned to work after convalescing from an operation and is doing just fine.

New Orleans is preparing for a sneak preview on "Tempest", to be held in a suburban theatre. Van Heflin will be here in person to attend this gala event. Everyone is looking forward to seeing "Tempest".

--Clyde Daigle

**MEMPHIS** We were honored recently by a visit from a delightful personality, namely actress Inger Stevens. Miss Stevens willingly took time from a very close schedule to visit the office. Mr. Howard Nicholson, our Branch manager, introduced her individually to each employee, and all found her very charming. It was quite a thrill to everyone, especially our younger members of the Paramount family who, for the first time, met a real live movie star.

--Tom Donahue

**ATLANTA** Our highlight news this month was the visit of The Greatest Showman of All Time, Mr. C. B. DeMille, who arrived in Atlanta on Dec. 11th for the Special showing of "The Buccaneer." A press dinner was held for newspaper, television and radio representatives, after which these gentlemen were privileged to see "The Buccaneer." All present had only the highest praise and predicted that it will be one of the outstanding releases of the year.

Of local interest was the wedding of Dewey J. Bentley of our Accounting Dept. to Leslie Jo Knight of Snellville, Ga. The bride is presently Instructional Supervisor for Gwinnett County, is a graduate of the Univ. of Georgia, where she is a member of Kappa Delta Pi, national honorary educational fraternity.

Miss Ruby Wheless is a welcome addition to our Booking Dept.

--Bartow W. Smith

**CHARLOTTE** Nothing in the mail box these days except bills and income tax blanks..... It is said January is the dull month. The sparkle of Christmas is past, but there is the promise of Spring in all its magic and beauty to dream about as we pore over seed catalogues. Truly, it is a wonderful thing

(Continued on Page 38)

## O B I T U A R Y

L. B.

MUKHERJEE

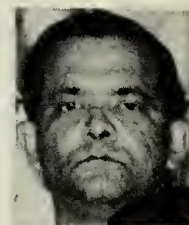


We record, with profound sorrow, the passing in Calcutta on December 23rd last, of Mr. Lal Behari Mukherjee, Paramount Branch Manager.

A loyal Paramounteer, tireless worker, and a greatly respected member of the business community of Calcutta, Mr. Mukherjee joined the company at Calcutta in February 1932 and would have completed twenty-seven years of service at the end of the present month. He was inducted into Paramount's international 25-Year Club two years ago.

Mr. Mukherjee's surviving family members include his wife, who is about 52 years old, two married daughters, two unmarried daughters and a boy who is about 23 years old.

Paramounteers everywhere join in extending deepest sympathy to all of them.



ABDUL

LATIF

It is also our very sad duty to report the lamented passing, on January 9th, of Abdul Latif, highly respected manager of the Paramount branch office in Lahore, Pakistan. Mr. Latif had been grievously ill for several months, and when Mr. Weltner was in Karachi last November, our manager was too ill to attend the meeting held there.

Mr. Latif had no immediate family, but had three brothers living in various parts of the country.

The Paramount organization has lost a fine and devoted member, whom we all mourn.



CATHERINE

MINER

Culminating a long illness, Catherine Miner, chief telephone operator at Home Office in New York, passed from our midst on January 19th. Miss Miner had given 34 years of wonderful service to Paramount, having commenced in January, 1925. There are no immediate family members surviving her.



## SPLENDIDO SUCCESSO DELLE RIUNIONI MONDIALI

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Con quella di questo mese terminiamo le serie di relazioni sulle riunioni tenutesi nelle diverse parti del globo quale risultato sia del noto messaggio di Mr. Berney Balaban sui futuri piani e direttive della nostra Cesa, che delle visite appositamente fatte ai vari uffici Paramount del mondo da Mr. George Weltner o suoi delegati per portare di persone tale importante messaggio. A questo proposito teniamo e segnalare che se anche abbiamo cercato di riservare a ciascuna di tali riunioni il maggior spazio consentitoci dalle nostre limitate possibilità, sentiamo che avremmo voluto aver modo di poter dare maggior credito a tutti coloro che in queste occasioni hanno contribuito al successo delle riunioni stesse. Siamo, però, sicuri che sarà loro di soddisfazione sapere che quanto è stato compiuto da un capo all'altro della terra per la perfetta riuscita di questi importanti eventi è stato grandemente apprezzato dagli alti dirigenti della nostra Cesa. Prese nel loro insieme, queste riunioni rappresentino oltre tutto la più bella promessa di un magnifico avvenire Paramount.

Un altro passo nella stesse direzione tracciata dalle suddette riunioni è stata la visita, protrattasi per un'intera settimana, dei signori Berney Balaban, George Weltner, Paul Raibourn, Russell Holmen e Jerome Pickman ai nostri Studi, al principio di questo mese. Essi hanno conferito su piani di nuovi film, incluso il prossimo poderoso lavoro di Cecil B. DeMille, hanno visionato diverse scene di pellicole in corso di lavorazione nonché interi film di recente ultimazione come ad esempio lo splendido nuovo film di Denny Kaye **THE FIVE PENNIES**, e sono tornati a New York molto soddisfatti sia di quanto veduto che di quello che è stato deciso durante il loro soggiorno.

THE BUCCANEER è in piena programmazione da un punto all'altro degli Stati Uniti, con risultati più che lusinghieri come avranno notato coloro tra voi che leggono le pubblicazioni tecniche delle cinematografie americane. La cosa essenziale è che la pellicola sia stata qualificata "uno spettacolo superlativo" e siccome è proprio questo che il pubblico cerca, **THE BUCCANEER** è il vero film ideale per il pubblico. Esso uscirà anche in Canada



MILAN - The Missori Theatre is always known for effective and tasteful front-of-house displays; and this very fine one for "Desire Under the Elms" is no exception to the rule.



BACCALONI, the eminent basso of grand opera, and co-star with Jerry Lewis in "Rock-A-Bye Baby," is interviewed for the Italian radio by Edith Talcott of Paramount International's publicity staff. Interview was recorded in Paramount International's Home Office studio in New York City.

ella fine di questo mese e poi, nei mesi successivi, in molti altri paesi.

Il primo film di Merlon Brando per la Paramount, **ONE-EYED JACKS**, uno dei più importanti del 1959, è nell'ultimo stadio di lavorazione, dopo di che passerà al montaggio che richiederà, si prevede, in questo caso diverse settimane dato che sia la Paramount che il produttore-interprete-regista, ossia lo stesso Brando, desiderano che la pellicola riesca quanto di più perfetto sia umanamente possibile.

I DIECI COMANDAMENTI continue ad offrire al mondo un esempio dopo l'altro delle sublimi grandezze che Cecil B. DeMille sa impartire alle sue produzioni. Perecchi di tali esempi ci sono pervenuti delle Repubbliche delle Filippine dove il film ha demolito record al record. Nel numero di oggi vi mettiamo al corrente di uno di questi casi che siamo sicuri può considerarsi addirittura storico, mentre dedichiamo le pagine centrali a diversi altri esempi dell'immenso potere di attrazione della "più grande pellicola che sia stata mai realizzata".

Il Presidente della Paramount International, James E. Perkins, è rientrato a New York il 20 Gennaio dopo il suo esteso viaggio d'affari in Oriente. Troverete in altra parte una relazione di detto viaggio sino al momento di andare in macchina.



An automobile is a machine with four wheels, a motor, and not quite enough seats, which enables people to get about with great rapidity and ease to places they never bothered going to before and where they'd just as soon not be now, because now that they're there, there's no place to park.
-Elinor Goulding Smith



ROME - Anna Magnani, awaiting presentation of the Golden David for distinguished screen performance in "Wild Is the Wind," is shown with Vittorio De Sica, celebrated screen actor and director, and ANICA secretary, Achille Valignani.

BELOW

At left, one of the 15 special "Vertigo" lobby displays made for Italy's key cities. At right: A special and very artistic wood-cut made for beauty shops. In all, 50 of these were made, and were in very heavy demand.



THE LONG HOT LINES IN AUSTRALIA

PERTH, Western Australia - This queue at the Royal Theatre to see "North West Mounted Police" is experiencing a temperature of 113 in the shade. But that didn't halt them, for the great Cecil B. DeMille film had already completed its second week by the time we had gone to press.

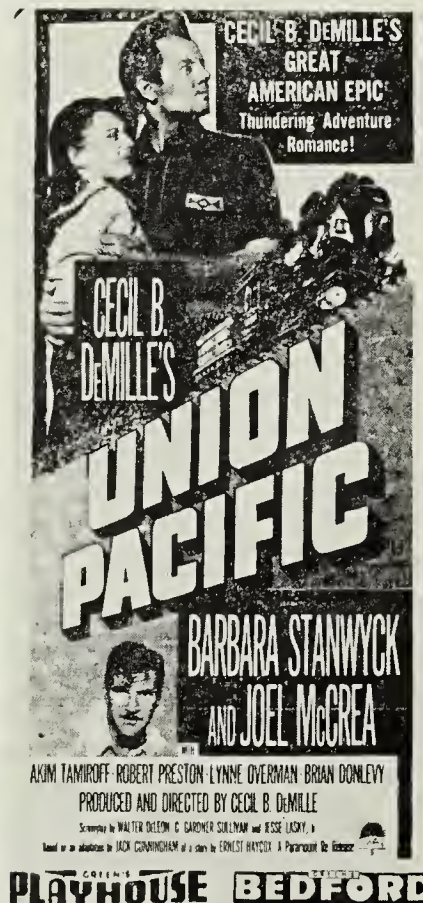
WHAT ARE YOUR PLANS ON THIS, AND THE OTHER ALL-TIME-GREATEST PARAMOUNT PRODUCTIONS?



BURY ST. EDMUND'S, Suffolk, England - These banners for "Union Pacific" were on the inside foyer doors of the Playhouse Theatre here for more than a week in advance of the opening of the picture. They were then transferred to the street side of the entrance where they remained throughout the very successful engagement.



GLASGOW - The Paramounteers of Scotland are really in back of the movement to get, and to keep, the Paramount All-Time-Greatest productions rolling. Here's part of the showmanship applied by Exploiteer Frank Youngs to the Playhouse Theatre's campaign on "Union Pacific." The Paramount van looked more like a railroad train for two weeks prior to the run of the Cecil B. DeMille production, and also throughout the entire run of the film.



GLASGOW, Scotland - "Union Pacific" in its re-release here was too big an attraction for a single theatre, so the Green Theatre Circuit gave it day-and-date release in both their Playhouse & Bedford Theatres.

Gary Cooper and Kathleen Burke in "Lives of A Bengal Lancer," one of the upcoming toppers in the Paramount All-Time-Greatest roster.



PARAMOUNT'S ALL-TIME-GREATEST PRODUCTIONS ARE REALLY ROLLING...

The world-wide re-release sales campaign of the Paramount All-Time-Greatest productions is now really rolling. All of the Home Office planning, all of the preparation of showmanship portfolios, the ace poster-designing strategy, the policy letters and, above all else, the marshalling of enthusiasm -- all of these are now cumulatively paying off in actual screenings all the way from Scotland to Australia, which is just about clear around the world.

Achievements by two of the series are on this page. Material on others of the series will be forthcoming shortly.

Meanwhile Steve Clug's unit in New York is gearing to even higher pitch in the preparation of aids and accessories for more of the All-Time-Greatest Paramount productions.

Great 'Recent' Films Can TOP Outstanding 'New' Ones

It's an old and oft-proven contention that a truly great motion picture is always a great film.

We offer at this point two great Paramount films which are at the present time in the United States outgrossing (and by very wide margins), some of the most outstanding new films of the past few years.

The 'recent' Paramount pictures are:
A PLACE IN THE SUN
and STALAG 17

In Buffalo, New York, this combination at the Center Theatre grossed \$6,800. Against this, at the Century, the brand new "7th Voyage of Sinbad" did \$3,800; while at the Shea Buffalo, largest and most celebrated cinema in the city, "Tom Thumb" did \$4,200.

In Rochester, N.Y., during the first week in January (traditionally the worst week of the year), the combination opened 'cold' (Pardon the pun!) at the Regent. It did \$4,200 in contrast with \$3,321 by "Loving You," \$3,003 by "Funny Face" and \$2,400 by "Rock-A-Bye Baby."

What was this combination?
Oh, yes -- "A PLACE IN THE SUN"
and "STALAG 17"

TIMES SQUARE SPOTLIGHT: ON HOME OFFICE NEWS AND VIEWS

An old friend is with us once again - virus; and in various forms and shapes.

Ella Hagen, Printing Dept., was out for about a week with it.....Barbara Landau, Mr. Hoff's secretary, is back after a bout with a bad, bad cold.....Louis Fernandez, of the Translation Dept., was out several weeks with pleurisy.....Terry Pucciarelli, tenth floor, had the same thing, but was able to conquer it in several days, and yours truly got into the act with a gripe or a virus. (What is the difference, anyway?)

We have a couple of cases of psychosomatically sprained ankles to add to the sick list - at least that's what the victims' stories seem to reveal. Leni Hausman took a nap one afternoon, woke up, stepped off the couch and "ouch!" There it was. What could she have been dreaming about?.....Dick Goodman (Traffic), who recently made the transition from bachelor to married man, went walking one day. The ground didn't even have any ice or snow. But all of a sudden, "ow!" - ankle case No. 2.

We are sorry to report that Hugh Owen is out and had to undergo major surgery. He came home from the hospital January 10th, his birthday. Too bad he couldn't have a better kind of celebration. However, reports say that he is recuperating nicely and will be back shortly.....Ralph Rosello, Printing Dept. and Cecelia Morone, his fiancée, Contract Dept., are out because of an unfortunate automobile accident on New Year's Eve.....Winifred Mc-

SMILING PRETTILY: Kerrill Suzanne Divall is posing graciously in front of her home at Devonshire, Bermuda.

Kerry, who will soon be two years old, is the daughter of Rosemary Divall, formerly of Paramount International, who left the company in order to have her. Kerry appears cool and comfortable as she stands here brushing a large palm leaf. She probably doesn't know anything about the frosty New York winters that Home Office workers are used to.



--BOWLING NEWS--

In The Bowler-of-the-Year Contest, Joan Studva leads the gals with 11 points. In the male division, George Casiano with 9, has a one-point lead over Joe Lyons, Phil Fontanetta and Bob McKeown. SHIRLEY BOOTH is still leading the teams. A gals' squad of Helene Coleman, Sue Dorman, Kay Burke, Mary Brady and Marilyn Bettinger represented the league in the Journal American Tournament, in which over 8,000 gals will participate, and made a creditable showing, with Miss Bettinger showing to advantage with a 203 game.

Namara of Mr. Roper's Dept. is out several weeks because of illness.....James Greenleaf and Max Fuchs are both out because they had to undergo major surgery. Everyone hopes that all the Paramount casualties who are still out will be back with us soon.

On the more cheerful side: The tenth floor's Elena Galgano, who is a No. 1 Tony Perkins fan, would greatly appreciate anyone sending any extra photos of him her way..... Pamela Priestly says that in England, where she comes from, there are practically no movie magazines, so she likes to send batches of photos of stars back home whenever she gets any.....Anne McPolin (also tenth floor) has two rather interesting hobbies - collecting operatic albums and knitting afghan sweaters with intricate designs for her friends..... Miss Mengel recently gave her secretary, Linda Lotti, a party to celebrate 25 years that she has been with her.

The tenth floor publicity people took down the display of THE TEN COMMANDMENTS near the receptionist's desk and substituted one of THE BUCCANEER, with the help of Charlie Eaurling and Gary Tuscano. Only one broken glass too.

Birthdays: Last month, the 11th floor had a triple set of them - Carol Zigmont, Sandra Dubler and Frances Rosen. Helen Cohen had one on the 21st of this month, and Joan Studva's was on the 23rd. Nobody ever wants to tell their ages.

Births: A daughter was born to Mr. and Mrs. N. Buchbinder (mother formerly Mae Bagwell, Mr. Innes' secretary) on January 4th, 1959 at Mt. Sinai Hospital. She was named Lori Ruth and weighed 7 lbs., 15 ounces.

Please drop off all your interesting news and photographs in 1010 whenever you pass that way.

--Helen Kwartler

Filming has started
on her Greatest
Novel.....



HAN SUYIN

This gifted writer, who gave the entire world a romantic thrill with "Love Is a Many Splendored Thing," is giving, through the magic of Paramount production, an even greater thrill in "The Mountain Is Young."

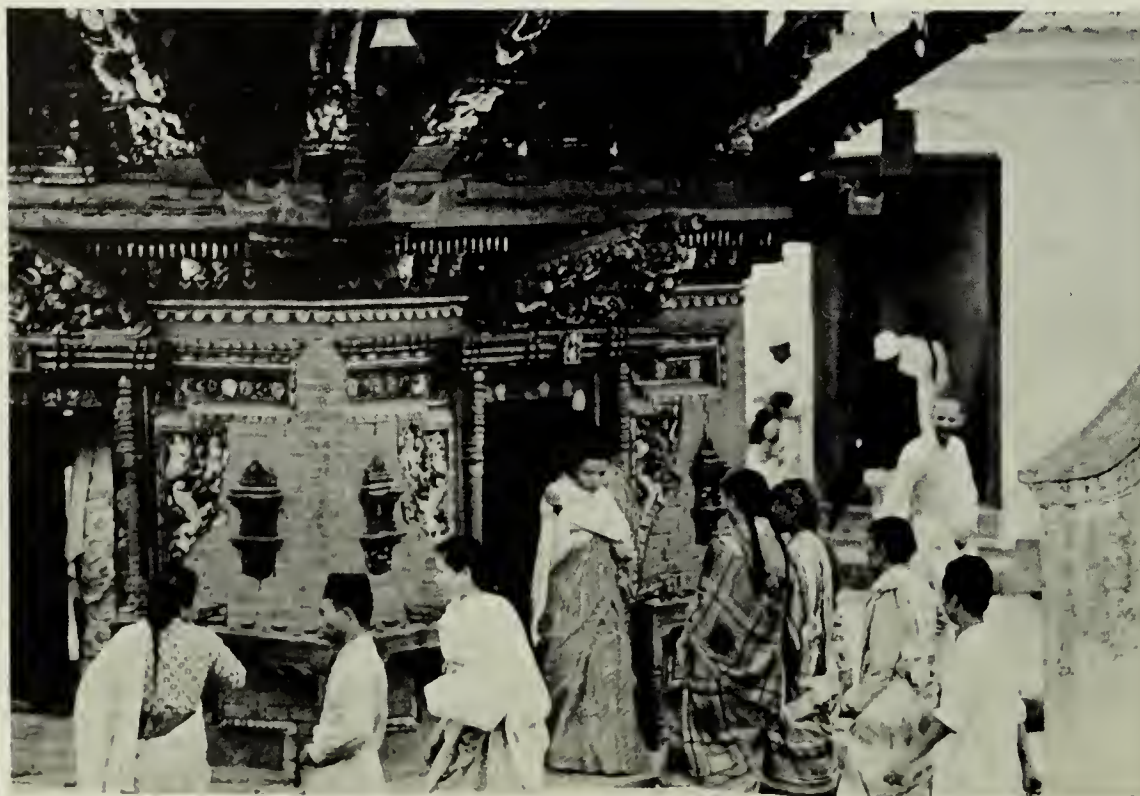
Press Coverage Starts

En route to Nepal for his first major survey of the locales for "The Mountain Is Young," Edward Dmytryk, director of the picture, held a press interview in the Imperial Hotel, Tokyo. Reporting on this event, General Manager N. Metori cabled the studio in Hollywood:

DMYTRYK PRESS INTERVIEW HELD IMPERIAL YESTERDAY (20) VERY SUCCESSFUL ATTENDED BY OVER THIRTY CORRESPONDENTS ALL QUESTIONED HIM ABOUT "MOUNTAIN IS YOUNG" WHICH ALREADY BECAME TOPIC OF INDUSTRY. MANY PAPERS GAVE GOOD SPACE FOR INTERVIEW GIVING EXCELLENT PRE-PUBLICITY FOR "MOUNTAIN IS YOUNG."

- METORI

CHAPTER ONE of "The Mountain Is Young" was the far-seeing purchase of this great property for Paramount production. CHAPTER TWO was the epochal visit of Luigi Luraschi to Nepal last year to acquire fullest undersatnding of all local elements connected with the planned filming of the picture in Nepal. CHAPTER THREE now has Mr. Luraschi again in the capital city of Khatmandu, accompanied by Don Robb, business manager, Tambi Larsen, Scriptor Aurthur and Director Edward Dmytryk. Actual production: this year!



CHAPTER THREE IN THE MIGHTY FILM- ING OF "THE MOUNTAIN IS YOUNG" IS UNDER WAY



KHATMANDU, Nepal -- This massive temple in the Nepalese capital, with the all-seeing eyes that look North, South, East and West, will play an auspicious part in the Paramount production of "The Mountain Is Young."

Everywhere in the magically colorful Nepalese city there is an air of romance, mysticism and music. In no other part of the world is there the counterpart of Khatmandu.

RETIREMENT OF P. D. CORNWELL HIGHLIGHTS THE BRITISH CINEMA SCENE.....



LONDON - "This is 'au'revoir' and not good-bye," says Managing Director Fred Hutchinson as he presents to Douglas Cornwell a cheque of magnificent proportions contributed to by every member of the British Paramount organisation. Occasion was the retirement of "Doug." from the company after 24 years of devoted, wonderful service. He had joined Paramount in 1935, had been Secretary and Chief Accountant since 1939, and a member of the Board of Directors for the past 12 years.



With the cheque securely in hand, Mr. Cornwell thanks Mr. Hutchinson. Looking on are Russell W. Hadley, Jr., Assistant Managing Director, and Tony Reddin, Director of Advertising and Theatres. Mr. Cornwell said that the cheque would go to purchasing a television-radiogram, adding, "My wife and I are very fond of music, and with this set will be able to enjoy the best music of three worlds."

RIGHT

Fred Hutchinson welcomes Douglas Cornwell's successor, Donald Peverett (left). Looking on are John Adamson, a member of Mr. Cornwell's staff who becomes Assistant Secretary, and Douglas Cornwell.



LONDON - The sparkling combination of Cary Grant and Sophia Loren in "Houseboat" has again given the Plaza that happy two-way-queues feeling. The Paramount delight-film, released as a Christmas gift for the London fans, has been playing to packed houses from the moment of its opening.



Mr. and Mrs. Douglas Cornwell with the staff he worked with so harmoniously for so many years, and which now carries on in its Paramount service. From left: Mrs. Elsie Kerby, Miss Joan Dawe, Miss Stella Osborn, Mrs. Joyce Leach, Mrs. Cornwell, Douglas Cornwell, John Adamson (who succeeds Donald Peverett as Assistant Secretary), Miss Rose Pretty, Mrs. Winifred Gribble, Thomas F. Bailey, Miss Doris Hunter, Miss Laurie LaFoley, Donald Peverett (Mr. Cornwell's successor), Miss Betty Whittam, Miss Lilian Musgrove.

Party was held at the Hungaria Restaurant, with more than 100 Paramounteers in attendance. Cables in warmest praise of Douglas Cornwell's matchless Paramount service were received from Barney Balaban, George Weltner, James E. Perkins, James H. Richardson, Milton Kirshenber, J. William Piper and many others in New York and Hollywood.



LONDON - Mr. and Mrs. James Stewart arrive at London Airport en route to India, where the star is to engage in a big game hunt. He is due in Hollywood several weeks hence for a starring role in an Alfred Hitchcock production for Paramount.

In The Daily Cinema of London, this

Tribute to Doug.

Shortly to leave us for the allure of retirement is Douglas Cornwell, Secretary of Paramount for the past 20 years. Wardour Street will be strange without him; he was almost part of the furniture.

A kindlier man I never met. Grey, carrying his years with dignity, he went about his job in an unassuming way, husbanding the affairs of his company with tremendous skill.

In Paramount itself he was the friend of everybody. From Fred Hutchinson (and his predecessor, Jim Perkins) down to the most junior of the staff he has earned gratitude and the highest regard.

He will carry with him into retirement the abiding affection of them all. Mine too, and that of everyone on the renting side of the business.

One of the finest and truest definitions of sympathy is: sympathy is your pain in my heart.
—Halford E. Luccock



SEVILLE, Spain -- The star attractiveness of "To Catch A Thief" provided plenty of wonderful material for the management of the Llorens Cinema here. Capacity business resulted.

A disposition to preserve, and an ability to improve, taken together, would be my standard of a statesman.

—Edmund Burke

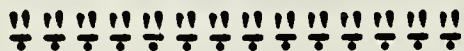
BELOW

VALPARAISO, Chile -- As one capacity audience is leaving the Real Theatre after viewing "The Ten Commandments," another is preparing to fill the theatre to capacity again in this most phenomenally successful engagement.



BARCELONA -- These were the massive showmanship signs on either side of the entrance to the renowned Coliseum Theatre when "To Catch A Thief" was the attraction there recently. And, as can be seen by both views, the queues to the box-office extended from both directions. This event took place during last October-November.

Grandioso Exito de las Reuniones Mundiales



Este mes terminamos la serie de informes acerca de las reuniones mundiales que resultaron de la declaración de Mr. Barney Balaban sobre la política futura de nuestra Compañía y las gestiones de Mr. George Weltner en su visita a las diferentes agencias y sucursales del mundo entero, para dar cuenta de este importante mensaje. A pesar de haber dado suficiente espacio a las informaciones sobre esas reuniones individuales, hubiéramos deseado ser más extensos, pues el asunto bien se lo merece. Tenemos la seguridad de que todos los paramountistas se alegrarán al saber que este acontecimiento internacional ha sido sumamente grato a los ejecutivos de nuestra Compañía. No hay duda de que todo ello presagia un futuro de gran optimismo para la Paramount. . . . Como secuela de estas reuniones, a principios de este mes los señores Barney Balaban, George Weltner, Paul Raibourn, Russell Holman y Jerome Pickman, hicieron una visita de una semana a nuestro estudio, durante la cual conferenciaron y tomaron acuerdos para las nuevas películas, incluyendo la próxima monumental de Cecil B. DeMille. Estos ejecutivos tuvieron oportunidad de ver varias secuencias de las

películas en producción y algunas copias de las ya terminadas, incluyendo la magnífica película de Danny Kaye "The Five Pennies". Todos ellos regresaron a Nueva York sumamente entusiasmados por lo que habían visto y la importancia de los acuerdos tomados. . . . La película "The Buccaneer" está exhibiéndose en la mayor parte de las ciudades principales de los Estados Unidos, con resultados muy satisfactorios, como habrán visto aquellos de nuestros lectores que tienen acceso a las publicaciones gremiales. Es alentador el hecho de que esta película haya recibido el calificativo de "Superlativo Entretenimiento", lo cual es precisamente lo que el público pide y lo que "The Buccaneer" les ofrece. El estreno de esta película tendrá efecto en Canadá a fines de este mes y en muchos otros países se estrenará en meses sucesivos. . . . La primera película de la Paramount, en que Marlon Brando interpreta el protagonista, es la intitulada "One-Eyed Jacks", la cual ha entrado ya en edición y promete ser una de las más importantes de 1959. Tanto Mr. Brando, productor, estrella y director de la misma, como la Paramount, dan por seguro que ésta será una de las obras cinematográficas más humanamente perfectas que ha salido de los estudios. . . . "Los Diez Mandamientos" continúa dando alrededor del mundo un ejemplo más del ingenio y de la sublime majestad que Cecil B. DeMille imparte a sus producciones. De Filipinas nos llega la noticia de que esta colosal producción ha derribado allí ya todos los records existentes. Este es sólo un ejemplo del valor



BACCALONI, who stepped aside from his great performances in grand opera for the Metropolitan Opera Company to co-star with Jerry Lewis in the comedian's "Rock-A-Bye Baby," records an interview in Spanish for Latin America and Spain. Interviewer, at left, is the renowned Gonzalo de Palacio, who is the American representative for innumerable Spanish language publications in all parts of the world.

como espectáculo que posee una película de esa categoría. En las páginas de este número damos varios ejemplos más del inmenso poder de atracción de la película más grande que se ha realizado. . . . Mr. James E. Perkins, presidente de Paramount International, regresó a Nueva York el 20 de enero después de un extenso viaje al Oriente. En otro lugar publicamos un informe del viaje de Mr. Perkins hasta el momento de entrar en prensa este número.



SHOWMANSHIP AND PEOPLE IN THE LATIN AMERICAN CINEMA SCENE...



BUENOS AIRES - Here's the exterior of the Opera Theatre, and a crowd that speaks for itself on the subject of the audience-attraction power of "Teacher's Pet" - one of the happiest films the Argentine capital has seen in a long time.



ICA, Peru -- Here is the manager of the Dux Theatre (not identified by name), and the display of Moses he had made locally for the engagement of "The Ten Commandments." The DeMille picture secured here the greatest grosses, by far, that any film has ever produced in Ica.

Dizzy from "Vertigo"...

CARACAS, Venezuela - A cable from Manager Eric Grunspan indicates that the New Year began in sensational fashion here, with Alfred Hitchcock's VERTIGO given day-and-date release in the city's three top cinemas - the Castellana, Rialto and Rio.

The result: Business overwhelming, Grosses staggering.



TOP LEVEL PANAMA SCREENING

In honor of His Excellency Mr. Ernesto de la Guardia Jr., President of Panama, a special exhibition of Cecil B. DeMille's production, THE TEN COMMANDMENTS, was held Thursday in the Lux Theatre. Shown from left to right are: Mr. Carlos Sucre, Minister of Education; Mr. Max Heurtematte, Minister of Government; Mrs. Ricardo Morales; Mr. Miguel Moreno, Minister Foreign Relations; Mr. Ricardo Morales, President of the Supreme Court; Mrs. Ricardo A. de la Guardia; Mrs. Graciela de Moreno; His Excellency Mr. Ernesto de la Guardia Jr., and Mrs. Mercedes de la Guardia; Mr. Francisco Fabrega, Manager of the Central Theatre; Mr. Mario Ghio, Manager of Paramount Films of Panama, S. A.; His Excellency Monseñor Francisco Beckman; Mr. Carlos de la Guardia, Manager of IVU; Mr. Eligio Crespo Villalaz, President of the National Assembly; and Mr. Alberto Aleman. Mayor of Panama.



BUENOS AIRES - On Christmas Day, December 25th, a two-year publicity campaign on "War and Peace" was climaxed by the spectacularly successful premiere of the mighty De Laurentiis-Paramount picture at the Metropolitan Theatre.

Paramount Managing Director Hugo Stramer is of the opinion that no other motion picture in history has been launched in Argentina with a publicity campaign of such magnitude as that of "War and Peace." We quote from Mr. Stramer's report:

"The effectiveness of our penetration campaign has been proven by the advance sale. By law, motion picture tickets can only be sold from day to day. For "War and Peace" we secured special permission to sell five days in advance. Five thousand tickets were sold the first two days of advance sale. To show what this means - the exhibitor himself cannot yet believe that this actually happened -- but it did!"

And the management of the Metropolitan did an ace job of the front of the theatre, giving Buenos Aires one of the most spectacular fronts in years.

Every phase of showmanship -- local edition of the Tolstoy book, saturation campaigns on radio, thousands of columns in the press, local distribution of the Columbia l/p record of the film's sound track, window displays galore -- all of these have played their important parts in a hugely successful premiere.



PANAMA - Night view of the very impressive front-of-house display at the Lux Theatre where "The Ten Commandments" is doing a volume of business absolutely unprecedented in the long and successful career of the Lux



"ROCK-A-BYE BABY" IS ROCKING THE WORLD WITH RIOTOUS LAUGHTER

Exhibitor tributes to box-office record-breakers are pretty priceless these days, but here are two from opposite corners of the globe, both inspired by Jerry Lewis' ROCK-A-BYE BABY.

Australia

This one, from Melbourne, was from A.H.Paton, Assistant Manager of the State Theatre, a key house of Greater Union Theatres, and was addressed to Jerry Lewis personally:

Dear Jerry:

We, the staff of the State Theatre, Melbourne, the largest theatre in the Southern Hemisphere, want to thank you for the best Christmas present in years.

Your latest comedy, "Rock-A-Bye Baby," is now in its fourth week and has racked up about 66,000 admissions. It is most gratifying to stand out front and see and hear people going away laughing.

From opening credits - which are excellent - to fade out it is, in my humble opinion, your best work.

Keep up the good work and all the best for 1959.

(sgd.) A.H.Paton, Assistant Manager, on behalf of State Theatre Staff.

England

Liverpool Manager Henry Class got the following amazing letter from H.W.(Herbie) Bell of the Crumlin Picture House, Belfast, Northern Ireland:

Dear Henry:

A few words of comfort in these troublesome days - last week "Rock-A-Bye Baby" completely shattered the following records in this theatre:-

BEST EVER 6*DAY TAKE.

BEST EVER MON. TUES. WED. TAKE.

BEST EVER THURS. FRI. SAT. TAKE.

BEST EVER INDIVIDUAL DAY.

BEST EVER ATTENDANCE FOR A SIX-DAY FILM.

As you know, we don't break records easily here, but this was really something. Congratulations to Paramount and look after this boy Lewis - no late nights or draughty sets - we want him again.

(sgd.) Herbie

IMPLEMENTING THE PRODUCT PROMISES..... NEWS ABOUT PICTURES IN WORK AND THOSE ABOUT TO START * * *

SEVERAL ACE PRODUCTIONS are in the concluding stages of filming. They are Jerry Lewis' DON'T GIVE UP THE SHIP; Clark Gable in BUT NOT FOR ME, with Carrol Baker, Lee J. Cobb and Lilli Palmer; Marlon Brando's ONE-EYED JACKS; and THE JAYHAWKERS, with Jeff Chandler, Fess Parker and Nicole Maurey..... And of course there is the eagerly awaited Danny Kaye sentimental sensation, THE FIVE PENNIES....But

that isn't all, because the new wave of production already is getting to a crest. Leading it is the new Sophia Loren picture, HELLER WITH A GUN, in which the sultry charmer has Anthony Quinn for a co-star, and Steve Forrest, Margaret O'Brien, Eileen Heckart and George Mathews in most capable support. George Cukor (who made WILD IS THE WIND such a directorial triumph, is directing this one, and Carlo Ponti and Marcello Girosi are producing....Across the Atlantic, in England, A TOUCH OF LARCENY is about to go into work as a Paramount picture. James Mason, Vera Miles and George Sanders will be its stars and Ivan Foxwell will produce.

Within a few days, Hal Wallis will put CAREER into work with one of the finest of the years casts -- Dean Martin, Anthony Franciosa, Shirley MacLaine and Carolyn Jones. Franciosa will portray an actor obsessed by ambition. Martin will play the stage and screen director who stands in his way....Director Melville Shavelson and his producer-partner, Jack Rose, are in Italy for preparations on the filming of BAY OF NAPLES, which will star Clark Gable. The picture will be filmed in its entirety in Italy....Alfred Hitchcock has returned to the Paramount studio in Hollywood to start preparatory work on NO BAIL FOR THE JUDGE. Other preparatory work was done in London recently while Hitchcock was there... Paramount Pictures and the new Jerry Lewis Productions have completed negotiations for a producer-talent-distribution arrangement that this year will yield Lewis' first independent picture under his new production banner. Frank Tashlin will direct, and the picture will be shot on the Paramount lot.....The advance unit of THE MOUNTAIN IS YOUNG, now in Nepal, stated in a press interview that actual filming will start in October.

"The Baited Trap"

This is the title in England for the Panama and Frank production produced as "The Trap" (its release title in the U.S. and Canada). The picture has already been screened in London and has evoked the following comment from Managing Director Fred E. Hutchinson:

"We screened 'The Baited Trap' today. Entire British sales force most enthusiastic about the picture."



Brando the Bellicose.....

This is the Marlon Brando of "One-Eyed Jacks," so named for the two Jacks in the card-pack who expose but a single side of the face, the gamble being to decide what the other side of the face is saying.

Report has it that "One-Eyed Jacks" already has developed into a Western of great originality and thunderous dramatic impact, with Brando himself delivering a powerful picture in his role as director, and a remarkable performance as the star of the film.



GORDON SCOTT

He'll play the title role in "Tarzan's Greatest Adventure," which will be filmed in Nairobi, East Africa, beginning this month.

Scott has signed an exclusive contract with Sy Weintraub and Harvey Hayutin, president and vice-president, respectively, of Sol Lesser Productions, to be the permanent Tarzan.

"Tarzan's Greatest Adventure" is the first of a new Tarzan series to be released by Paramount.



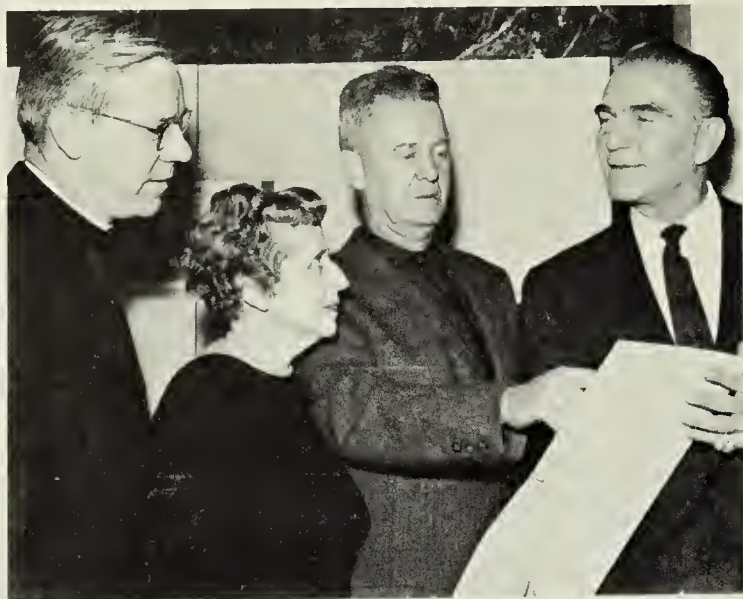
PARTY ON THE SET OF "THE JAYHAWKERS"

Co-star Fess Parker, Director Mel Frank, Jimmy Carter and Shari Bernath (Nicole Maurey's children in the picture) congratulate Nicole on her birthday, which was celebrated on the set of "The Jayhawkers" during a lull in production of this top-calibre Western thriller.

"Tempest"

...Historical Love Drama of Overpowering Sweep and Appeal. A Superb Job of Picture Making. Studded With Ticket-Selling Entertainment Values....

FILM DAILY



DENVER - The Rocky Mountain News ran a very effective historical contest in connection with the local release, in the Denham Theatre, of "The Buccaneer." Here the judges check the contest results in conjunction with Henry Wilcoxon, on hand for the premiere of the film he produced. Reading from left: Father Stanislaus, of Regis College; Mrs. Vera Cockrill, owner of the Denham; Dr. Alex Crofts, Denver University, and Mr. Wilcoxon.

@@@@@@@@@@@

RIGHT

WASHINGTON - Screening of "Tempest" at the Academia of Motion Picture Association here on Jan. 21st produced a full house of exhibitors and press, and a complete enjoyment of the mighty picture. In this group are, from left: Aaron Siedler, New Albert Theatre, Baltimore; Van Heflin, star of the film; Jack Fruchtman, R.F. Theatres, Baltimore; Phil Isaacs, Fruchtman Theatres.



RIGHT

WASHINGTON - Attending the screening of "Tempest" at the Academia of Motion Picture Ass'n. From left: Robert Denton, Paramount Pictures, Washington; L. Reppitshi, Stanley Warner, Washington; Van Heflin; Herb Gillis, Washington Branch Manager; John G. Moore, Eastern Division Manager.



CONTINUED FROM PAGE 28

just to be alive in 1959 as we enter into the Space Age.

A most welcome guest at our Christmas banquet was Alma Adams, widow of Elbert "Bert" Adams, salesman, who died in 1949. The affair was attended by employees, their mates and friends at Kuester's Restaurant... ...A tiny visitor, Beth Pryor, 3 months old, adorable daughter of Yates Pryor, booker, and his wife, Sara, charmed everyone at our office get-to-gether on Christmas Eve. She looked like a beautiful doll that Santa had just left.

Stella Lavender, box office clerk, has been ill some time with virus pneumonia. She has been missed and will be welcomed back to her desk soon.

Congratulations to Bill Parker, husband

"Tempest"

...Just about everything in "Tempest" adds up to assurance of tremendous grosses. It has universal appeal of story blended with overpowering pictorial effects and superb acting all around.

FILM DAILY

of Myrtle Parker, Secy. to Lawrence Terrell. Bill was installed as Monarch of Azuza Grotto recently.

--Mildred Hoover

During the month of December, we had snow, which is not news, except that it was the most snow we have had in the Carolinas in the past forty years. Unfortunately, we lost a lot of feature and short dates as many theatres were unable to operate. The weather cleared, however, by the time we opened GEISHA BOY and BUCCANEER, and we wound up the year with a bang. As usual, it was Paramount that offered the exhibitor the top product for the holidays. The grosses in our key situations proved beyond any doubt that we have two blockbusters in GEISHA and BUCCANEER. We are looking forward with confidence and enthusiasm to our coming product. We know 1959 will be a banner year for Paramount.

--R. L. Hames, Salesman

DETROIT

We are still waiting for the stork to visit Mary Ann Moore, Accounting Department.

"Buccaneer" held for a third week at the Palms State, to exceptionally fine business.

The booking and sales department has been head-over-heels into the short subject and shipping drive. Detroit from my point of view should be a show in for the short subjects drive.

The annual Christmas party was a complete success, no casualties. Our genial branch manager, Tom Duane was awarded the Paramount 25-year award. To watch him makes me wonder where 25 years could have gone. Bets are for another twenty five years.

"The Trap" was screened for the sales department and also attended by Branch Manager Tom Duane and Harold Rhodes, Office Manager. The picture has action, suspense, and all the qualifications for becoming another good grossing picture which should do a landslide business.

Mary Zemla, Inspection Department, celebrated another birthday last Monday. Congratulations, Mary, and may you live to be a hundred.

--Clayton L. Hill

ATLANTA

Now that we are beginning a new year, we Paramounteers of Atlanta feel very enthused that this year will be one that we'll be proud of, with such product as GEISHA BOY, THE BUCCANEER, THE TRAP, TEMPEST and BLACK ORCHID, and the all-time-great THE TEN COMMANDMENTS Paramount has entrusted to us to start the new year with. Also, such product as THUNDER IN THE SUN, THE HANGMAN, DON'T GIVE UP THE SHIP, ONE-EYED JACKS, and many, many more big pictures yet to come, will make this a year well remembered.

In the Personnel Department, we have two new 25-year members -- W. R. Word and Katie Lewis. Congratulations! We also welcome Doris Webb, Barbara Darnell, Ruby Wheelless and Connie Berry as members of the Paramount Family.

Atlanta is planning big things for March -- WATCH!

--W. J. Andre'

PARAMOUNT GLIMPSES OF THE NEW YORK CINEMA SCENE*****



Van Heflin, star of the Paramount-Dino De Laurentiis production, "Tempest," arrives for an intensified session of press, television and radio interviews in connection with the early release of the mighty film.



During the recent special showing of "Houseboat" at the Capitol Theatre, Cary Grant was glimpsed with Paramount Vice-President Paul Raibourn, at left, and Eugene Picker, head of the Loew Theatre Circuit.

RIGHT

Here Cary Grant is being interviewed by Carol Thirer, reporter from the Long Island Star-Journal. Her proud father, Zac Freedman of Paramount's publicity forces, looks on. At right is her friend, Florence Ettenberg, also thrilled by the star.



Massive front-of-house display for Jerry Lewis' "The Geisha Boy" at the Mayfair.

RIGHT

Close-up of the Mayfair Theatre's marquee, with especial emphasis on the name of Suzanne Pleshette, who plays the airhostess in the picture. Suzanne, attractive and capable, is the daughter of Gene Pleshette, manager of the Paramount Theatre in Brooklyn.



New York Plaza Gets "The Black Orchid"....

New York's Plaza Theatre has won the special honor of presenting what is one of the most heartwarming dramatic stories Paramount has produced in years - "The Black Orchid." The premiere is scheduled for Feb. 12.

"The Black Orchid" co-stars Sophia Loren and Anthony Quinn. Direction was by Martin Ritt, and the picture was produced by Carlo Ponti and Marcello Girosi.

NEXT MONTH'S ISSUE
WILL BE LARGELY
DEVOTED TO A
PICTURE
WHICH WILL
HAVE PUT IN
BACK OF IT THE
MOST CONCENTRATED,
MOST DYNAMIC AND MOST
PENETRATING SHOWMANSHIP
CAMPAIGN IN ALL PARAMOUNT
HISTORY.

THE PICTURE
IS THE DINO DE
LAURENTIIS-PARAMOUNT
THRILL-PACKED,
STAR-BESPRINKLED,
SPECTACULAR AND
BOX-OFFICE ENDOWED

Dino De Laurentiis'

"TEMPEST"

A Paramount Picture

TECHNICOLOR® · TECHNIRAMA®

Paramount

WORLD

Volume 6, Number 2

February, 1960



You'll just love "The
Pleasure of His Company"

(Why? See Page 2)



PARIS - At Paramount's reception at the Hotel Ritz, André Maurois, noted author and distinguished member of the French Academy, chats about plays, books and people with visiting Jack Karp, in charge of production and head of Paramount studio.

Wonderful, Wonderful Westerns

Continental general manager John B. Nathan cabled to Paramount International president James E. Perkins the following glowing audience response to Hal Wallis' production, "Last Train From Gun Hill":

FIRST WEEK GUNHILL PARAMOUNT THEATRE PARIS ABSOLUTELY SENSATIONAL AND MAINTAINING TERRIFIC STEADY DAILY PACE AT BOXOFFICE. RECEIPTS ONLY SLIGHTLY BEHIND TEN COMMANDMENTS, BUCCANEER AND VERTIGO, BUT FIFTY PERCENT BETTER THAN MAN WHO KNEW TOO MUCH.

NANCY KWAN



This is Nancy Kwan, a former ballerina, who has replaced France Nuyen as William Holden's co-star in "The World of Suzie Wong." Miss Kwan was one of the original contenders for this very important role.

After four weeks of shooting in Hongkong and the transfer of the company to London for interior filming, a throat infection forced Miss Nuyen to abandon the role. Filming of interiors will now proceed in London with Miss Kwan, and the company will return to Hongkong in May.

Our language columns in this issue mention Miss Nuyen, the change having come too late to make the alteration. Therefore please read the name of Miss Kwan where the other star's name is used.

IN REPORTING the great business "Don't Give Up the Ship" had done in Manila, one of Manager A.S. Velasquez's observations stated: "I have observed that since Jerry Lewis played solo, his current picture always tops his previous one." It was also the Paramount manager's privilege to note that of the 9 major films playing in Manila during the New Year holiday - three were Paramount. And it was further the special privilege of Mr. Velasquez, on behalf of his wonderful staff, to advise New York that for the first week of January 1960, his office had the highest single week's billings Paramount has ever made in the Philippines. This, indeed, is proof of "Success In the Sixties."

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ANOTHER MESSAGE in like glowing vein was that addressed by George Weltner, Worldwide Sales Head, to Roy

Published every month by Paramount Pictures corporation, 1501 Broadway, New York 36, New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

VOLUME 6, Number 2

February, 1960

McAree, General Manager in Singapore. It read: "Your cable which awaited me upon my return from a trip was really thrilling I congratulate you and your fine organization on your record gross in the entire history of our Singapore company. Bearing in mind that 'The Ten Commandments' represented only 24% of this, the imposing figures indicate a fine performance and a continuation of our excellent relationship with Loke Wan Tho..... Please extend my congratulations to your entire staff and certainly to yourself."

@@@@@

OBSERVANCE WAS MADE on January 21st, of the first anniversary of the passing of Cecil B. DeMille. On that day, one minute of silence was observed in each United States time zone at the studio, at the New York home office and in every Paramount branch office, shipping center and other Paramount facility. In the studio, and wherever flags were flown, the symbols were at half-mast. Also in the studio, a special ceremony was held in the restaurant where the space formerly occupied by Mr. DeMille's luncheon table was transformed into a permanent shrine in honor of the man who had made so massive a contribution to the entertainment, education and information of the world.

OUR COVER THIS MONTH is a symbol of a great pleasure that's in store for all who have the great good fortune to see "The Pleasure of His Company." This scene is the opening moment of the picture; and from the moment that Fred Astaire enters this San Francisco house, and precipitates uproarious confusion in well-laid wedding plans, you are in for an unforgettable time, and a great salute to motion picture fun.



This is a cartoon which appeared in the humor magazine "El Once" of Barcelona, Spain. The caption reads:

"Why is he (Cecil B. DeMille) called the Director of the Masses?"

"Because of the queues his pictures originate."

"A TOUCH OF LARCENY" PRODUCES A GLITTERING LONDON PREMIERE IN BOW AT THE PLAZA

The most glittering audience in years for a non-Royalty presentation attended the Plaza premiere of Paramount's gay and light-hearted comedy, "A Touch of Larceny." The newspaper critics loved it, too. The Times called it "a polished joke..enjoyably gay and inventive...." The Sunday Express called it "...A very funny piece of bluff and double-bluff." The Daily Telegraph said that it is ".....as light as a souffle by Lubitsch...the twists are ingenious..." All of the comment was in this happy vein.



Familiar front of the stalwart, revenue-producing Plaza, with the marquee announcing the advent of "The Season's Most Uproarious, Outrageous Comedy." Comments of the critics bore out this description.



Among the notables attending the premiere of "A Touch of Larceny" were Lord Brabazon of Tara, and the Marquis and Marchioness Camden.



The internationally eminent Mons. et Madame Nubar Gulbenkian were among those present at the "Touch of Larceny" premiere.



In the absence (in the United States) of Managing Director Fred Hutchinson, Paramount had top representation from Assistant Managing Director Russell W. Hadley, Jr., at right. With him are John Davis, Chairman of the Rank Organisation, at left, and Richard C. Patterson, head of Paramount Productions.



Naomi Chance and her husband, Guy Hamilton, director of "A Touch of Larceny."



Mr. and Mrs. John Davis, and Lady Edith and Mr. Ivan Foxwell. "A Touch of Larceny" was produced by Mr. Foxwell.

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Jimmy Lloyd, who sings "The Nearness of You" so effectively in "A Touch of Larceny," was present at the film's premiere at Paramount's Plaza.



Also present at the Plaza premiere of "A Touch of Larceny" were Lord and Lady St. Alwyn, Lady Edith Foxwell and Ivan Foxwell.

@

PICTURE GLIMPSES OF THE EUROPEAN JOURNEY FOR PRODUCT OF MESSRS. KARP, HOLMAN AND PICKMAN.

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Last month, three foremost Paramount executives went abroad on a vital mission connected with Paramount's future supply of top quality product. They were - Jack Karp, Paramount Pictures vice-president in charge of production, and head of the studio; Russell Holman, Eastern production manager; Jerome Pickman, Paramount Film Distribution vice-president in charge of advertising, publicity and exploitation. They visited Rome, London and Paris, in that order, and were given truly representative receptions by the film industry in each city. Their mission was regarded as being eminently successful, as the trend of upcoming product will effectively show.



LONDON - Scene at London Airport as Messrs Karp, Holman and Pickman arrived from Rome for product conferences. From left: Howard Harrison, special representative of Paramount International Films (who also accompanied the trio from Rome); David Grimes, legal dept.; Russell

Holman; Richard L. Patterson, head of Paramount British Pictures; Jack Karp; Russell W. Hadley, Jr., assistant managing director of Paramount; Fred Hutchinson, managing director of Paramount; Jerome Pickman; Tony Reddin, director of theatres and publicity.



ROME - The president of the Italian Producers' Association (ANICA), Eitel Monaco (in centre) had a long and productive meeting with Mr. Karp (l.) and Mr. Holman. Paramount's production representative, Luigi Zaccardi, was interpreter.



ROME - Eastern production manager Russell Holman (r.) and Paramount international production representative Howard Harrison confer on the world-wide product situation.

Other pictures of this mission on Pages 10, 11, 17, 21 and 22.

RIGHT

PARIS - John B. Nathan (left) accompanies Jack Karp from the plane at Le Bourget, following arrival from London.



BELOW

LONDON - At the Dorchester reception by the film industry. From left: Richard L. Patterson, Russell Holman, Jack Karp, Fred Hutchinson, Kenneth Winckles (Rank Organisation) and Laurence Harvey (signed by Hal Wallis and also to be leading man for Audrey Hepburn in Alfred Hitchcock's "No Bail For the Judge").

PARIS - At a Cafe de la Paix luncheon on January 19, smiles of all degrees were apparent in this section of the circular table. Shown here, reading from left, are: Henri Klarsfeld, Jerome Pickman, Jack Karp, John B. Nathan and Russell Holman.





"For the first time in thirty-six years as an exhibitor, a picture has brought tears to my eyes - and I am not ashamed," said one of the first members of the audience as he left the projection room. Another said: "I have seen many four-handkerchief pictures in my day -- but the women will need a dozen for this film, and the men'll need 'em too." ...Vantage point for gaining these impressions was a post outside the door of Home Office projection room as an audience of 85 exhibitors streamed from a 75-seat theatre after seeing Paramount's British-made release(*) - "**CONSPIRACY OF HEARTS**."

It is the only time in this observer's long years with Paramount that he has seen an audience attend a film's screening when there wasn't a dry eye in evidence at the end of the showing. Yet there was no evidence of anyone being ashamed. The 80 men and 5 women comprising the audience were proud of having allowed tenderness and sentiment to become uppermost in their response to the film. It was as if they had a presentiment that "**CONSPIRACY OF HEARTS**" was to become one of the great dramatic highlights not only of 1960, but of the whole long history of the world's cinema.

We shall have more to say about "**CONSPIRACY OF HEARTS**" as a film. These words and reflections above are intended merely to record a phenomenon -- the most dramatic and impressive reaction to a film by the toughest audience to be found in the industry, that we have ever beheld in Paramount's home office.

(*) Release by Paramount
in U.S.A.-Canada only

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES **



ANTHONY FRANCIOSA, above, has been signed by Hal Wallis to star in "Girls of Summer," which will start production shortly for Paramount release. Dolores Hart and James Douglas, new Wallis discovery, will also appear in the screen version of the Broadway play.

The Franciosa family has a deep interest in "Girls of Summer." Mrs. Franciosa (Shelley Winters), was starred in the Broadway play in a role still to be cast for the film.



HOLLYWOOD - Here are a couple of very supple reasons why the Sophia Loren-Anthony Quinn romantic comedy-drama had been finally titled "Heller In Pink Tights."

KANSAS CITY Now that the Holidays are over and everything back to "normal", everyone is enthusiastically working on our JACK THE RIPPER saturation set for late February.

Our annual Christmas party was held in the office, with Turkey, Ham and all the trimmings. Everyone agreed it was the best Christmas party we have had.

Travelers over the Holidays include Ruth Corless, Ledger Clerk, who flew to Denver, Colorado; Salesman Duane Becker visited Sioux Falls, South Dakota; Head Shipper Bob Jackson went fishing in Fairfield, Mo.; Lowell Bulpitt, Salesman, was called to Indianapolis, Indiana due to the illness of his Grandfather-In-Law, and Secretary Mary Neff flew to Dallas, Texas for a visit with her parents.

We were recently honored with a visit from Mrs. Blair who was our Head Inspectress for many years prior to retirement.

The Kansas City employees presented a beautiful lamp to Shipper Pete Reveles who was recently married. Congratulations and best wishes to Pete and Marilyn.

--Mary Neff

Tip-off on 'Hitch'

You know that it is traditional for Alfred Hitchcock to appear personally for a flash in every film he directs. All over the world tens of millions of film fans watch for him.

Now in the case of his current Paramount film, "Psycho," you can be forewarned.

Watch for the scene where Janet Leigh rushes out of her office, after stealing \$40,000. The familiar Hitchcock figure will be seen walking by, casting a disapproving and knowing glance (he knows the plot!) at the absconding Miss Leigh.



WASHINGTON, D.C. Bob Cunningham, booker, rounds out 25 years service in the local Paramount Branch. His only interruption was during World War II when he served in the Air Force.

Marie Rutter, booker's clerk, is anticipating in the early Spring - this will be #2.

Salesmen George Kelly, Herb Thompson and Jack Howe have returned to the office after vacationing during the Christmas holidays.

Jean Brownlee, booker's clerk, is beaming after a renovating job has been done on her apartment. She is very proud of her domicile and does most of the work herself.

Herb Gillis, Branch Manager, really has the golf "bug" again after not having played the game for a long time. He can be found on the golf course during the weekend, weather permitting, of course.

We are looking forward to excellent "Li'l Abner" business in the sub-runs of Baltimore, Washington, Norfolk and Richmond after successful first runs.

-- William Fischer



ST. LOUIS, Mo. - Congratulating each other are - Pauline Wrozier, clerk, winner of a 1960 Ford in a local radio contest; Joe Benedick, salesman, proud father of a new baby boy; Ruth Shurnas, Miss Film Row of 1960, winner of a trip to Las Vegas; and Claire Slade, stenographer, who recently became engaged. At top right, a peach of a pair - Claire Slade again, this time with Ronnie Hollander. Lower left, a peek into our Inspection Department. Left to right - Lee Caruso, Mary C. Schroeder, Gladys Shy and Catherine Church, as nice a group of women as you can find anywhere! At lower right, Exhibitor Paul Horn of Jerseyville, Illinois, flanked by salesmen Joe Benedick and Bill Sharpe, seems delighted that he has signed a "Jack the Ripper" contract. Branch's "Jack the Ripper" clock in background. (Another St. Louis exhibitor picture will be found on Page 21. Ed)

- Jane Smoller

SALT LAKE CITY We are a little late in saying this, but "Happy New Year to all Paramounteers". We hope 1960 will be a great year for all of us.

A lot has happened since we wrote to you last. We have a new office manager, Bob Loftis - a new booker, George Alley - a new assistant cashier, Veon Walters, and a new ledger clerk, Lyle Livsey. Now that's a lot of changes in 5 months!

Anyway we had a wonderful Xmas party to sort of get acquainted with our new crew and spouses, etc., and what fun. We had a wonderful steak dinner and etc. and etc. at the beautiful Log Haven in Millcreek Canyon. We even had our picture taken just for you (in another column). Our branch manager, Don Foster, is trying to show everyone his suit is NOT from Robert Hall! Anyway there was a lot of teasing and he was a lot of fun and a real good sport.

By the way, our ex-assistant cashier, Josephine Berry, who used to write this news for you, has just had a baby daughter! We are so happy for her because she is so thrilled. (Their first).

--Mrs. Barbara Mason

PHILADELPHIA Vice-President Hugh Owen and Division Manager John Moore presided over a meeting of the Eastern Division Branch Managers in Philadelphia early this month. Ed

(Continued on Page 18)

THUNDEROUS IMPACT OF "SAMSON AND DELILAH" GROWS MIGHTIER AND MORE RESULTSFUL

Now that the domestic distribution forces of Paramount have shown what they could do with the re-release of Cecil B. DeMille's "Samson and Delilah," the Paramount International forces around the world have determined to first equal this fine accomplishment -- and to then top it. And by a considerable margin. This test of supremacy will get under way in April.



LONDON - Portion of the display of "Samson and Delilah" showmanship material in the lobby of the Plaza Theatre in advance of the trade press showing, which in turn preceded an enormously successful re-release of the Cecil B. DeMille production.

An on-the-spot observer of this success was Milton Goldstein, co-ordinator of international sales of "Samson and Delilah." He

witnessed both the advance campaign and the premiere; he also reviewed plans for the Italian premieres in Naples and Catania next month; and in Paris he set in motion plans for a premiere later this year.

Also, he brought back the conviction that Paramount International will definitely exceed the business record of the domestic department on "Samson" re-release.



CHICAGO - Top exhibitors of this area are briefed by Joseph Friedman (centre) on the new and forceful campaign being given "Samson and Delilah." He exhibited new posters and campaign publications, and gave a blow-by-blow account of the walloping success achieved from the rousing New York showmanship meeting participated in by the Loew and other circuits a few months ago.

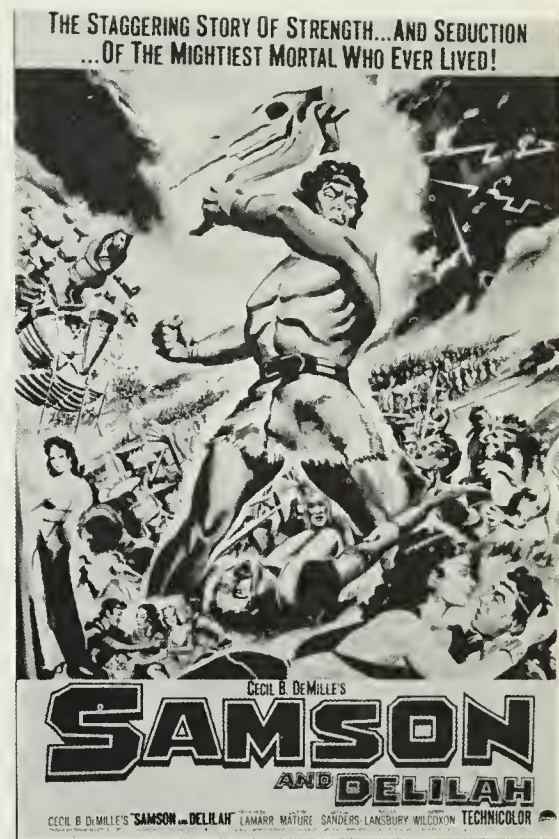


Above and at right are some of the new posters prepared for the new assault on earlier records made by "Samson and Delilah." One-sheet poster at right merits special mention. Printed by a new process on paper made transparent by rear lighting, this poster is stunningly effective when lighted. Poster was originated for Paramount International's walloping showmanship campaign and has been shipped to all parts of the world with full instructions for local use.

It is expected to be one of the most successful new ad sales items introduced in years.

BELOW

DETAILS OF THE
SHOWMANSHIP KIT
TO AID "SAMSON"
OVERSEAS.



The showmanship kit is probably the most comprehensive (and certainly the most useful and practical) that we have ever seen sent abroad for any picture. It definitely contains 'the tools' to do a perfectly wonderful job in all grades of theatres and under all manner of conditions.

Discs and tapes for broadcasts, lobby and house announcements are included. All sorts of bulletins, pressbooks and brochures are also in the kit, these including the proven results from campaigns in the United States at the time of the re-release of this mighty film.

Paramount International Publicity Director Paul Ackerman and his assistant, Armand Cardea, are to be warmly congratulated on providing material which is to play a major role in the creation of new boxoffice records around the world by "Samson and Delilah."

More Thrilling
News About....

The Ten

MADRID - This exciting view of the exterior of the Palacio de la Cinema symbolizes the excitement which everywhere in Spain attended the mass premiere of "The Ten Commandments." It was early recognized that the Paramounteers of Spain, under the guidance and inspiration of District Manager Frank A. Siter, were determined to show the entire world that no matter what magnificent results had been achieved with the Cecil B. DeMille masterpiece elsewhere, Spain was determined to better than top them. Henri Michaud, European director of sales and distribution for "The Ten Commandments," and Charles P. Juroe, Paramount director of advertising and publicity, knew of this aim as they came to Spain well in advance of the multi-city premieres. What they saw and experienced more than justified the enthusiasm of the pre-release claims of Mr. Siter and Sales Manager José Xaubet.



MADRID - Rafael Mateo (left) empresario of the Palacio de la Cinema, and Rafael Herrero, Paramount branch manager in this city, discussing the high success of the special showing of "The Ten Commandments" for the city's Catholic dignitaries.



MADRID - Attending the special screening of "The Ten Commandments" for Catholic dignitaries of this city were - the Bishop of Madrid, Dr. Eljo Garay, and Sr. Lopez, president of Accion Catolica.



VALENCIA - Exterior of the Olimpia Theatre and the theatre's lobby (above) at the time of the premiere of "The Ten Commandments." In the lobby scene there can be noted an immense crowd inside the glass doors awaiting the next showing of the mighty picture.

MORE PICTURES OF "THE TEN COMMANDMENTS" IN SPAIN ON PAGES 11 AND 21.



MADRID - This is a flash to show that the night crowds at the Palacio de la Cinema were just as solid as those for the day session of "The Ten Commandments."

BARCELONA - Massive, spectacular mural for "The Ten Commandments," spread across the Coliseum front, was a veritable sensation.



Commandments, ..This Time from SPAIN!



BARCELONA - Church dignitaries of this city, headed by the Bishop of Barcelona, Dr. Jubany (seated in rear row, third from left), about to witness a special screening of "The Ten Commandments" prior to the film's release. With them, standing, are Paramount executives Jose Xaubet-Roger (at right) and Valentin Feixas.



BARCELONA - The time-honored Coliseum Theatre, where so much Paramount history has been written over the past three decades, presented a magnificent front inviting the citizens in to see "The Ten Commandments." And they came by the tens of thousands.



BARCELONA - All of this incomparable art for "The Ten Commandments" was created by the leading poster and advertising artist in Spain, Mr. Macarios Gomez (2nd from left). The others, from left to right, are: Mr. Jaime Arias, Paramount publicity director in Spain; Mr. Charles P. Juroe, Paramount advertising and publicity director for Continental Europe; and Mr. Jorge Vendrell, assistant publicity director for Spain.



BARCELONA - In the scene at top right are shown the massive figures depicting Charlton Heston as Moses and Yul Brynner as Pharaoh in "The Ten Commandments." Here is a close view of the Moses figure, its size shown by contrast with the automobile at lower left corner.

BARCELONA - Two stages in the creation of a mammoth poster for "The Ten Commandments" showing at the Coliseum Theatre. This was but one unit of the mammoth showmanship campaign put on in Barcelona (as well as throughout all of Spain) for the massive Cecil B. DeMille picture.



Last month we reported the presentation of a high honor of the City of Paris to John B. Nathan, Paramount General Manager for Continental Europe. There is now additional information that we did not have at that time.

The decoration is the Grand Medal of Silver of the City of Paris, and the diploma indicates that Mr. Nathan is now an honorary citizen of the City of Paris.

Actual presentation was made by the Mayor of Paris or, as he is called there, the President of the City Council.



PARIS - Shown at the Paramount reception at the Ritz Hotel are Michèle Mercier and Russell Holman. Mlle. Mercier will be seen with Elvis Presley in the Hal Wallis production, "G.I. Blues." This will be Presley's first picture following his Army service and will be started within the next few months.



PARIS - Also seen at the Paramount reception at the Ritz Hotel was Yoko Tani, who co-stars with Anthony Quinn in "The Savage Innocents." Jack Karp, Paramount vice-president in charge of production, is with her.

Loyalty cannot be coerced or compelled, it has to be won.

A. Whitney Griswold



LE FILM "LES DIX COMMANDEMENTS" DEMEURE TOUJOURS UN EVENEMENT D'ACTUALITE

On a déjà dit maintes et maintes fois que la production de Cecil B. DeMille "LES DIX COMMANDEMENTS" serait toujours un événement d'actualité à travers le monde, non seulement dans le proche avenir mais durant de longues années. Le film entre à présent dans sa quatrième année d'exploitation et de nombreux pays ne l'ont pas encore vu. Les magnifiques résultats remportés en Espagne, où le film est sorti à une échelle nationale, prouvent assez à quel point les spectateurs du monde entier sont désireux de voir ce chef-d'oeuvre. Nous avons signalé brièvement ce fait dans notre numéro du mois dernier, mais ce mois-ci, nous avons tous les documents et ils sont passionnants. Ce mois-ci également, le grand film a commencé un nouveau circuit d'exploitation à travers les Etats-Unis d'Amérique, le but de ces nouvelles sorties étant de montrer cette grande oeuvre à tous les hommes, femmes et enfants de la nation.

Le mois dernier, nous avons présenté le cortège de la prochaine production Paramount qui sera offerte au monde au cours de cette année. Ce mois nous faisons un compte-rendu du voyage de MM. Jack Karp, Russell Holman et Jerome Pickman en Europe Continentale et en Angleterre. Nous vous disons ce qu'ils ont accompli : Paramount, grâce à eux, exploitera d'autres films jusqu'en 1961 et au-delà.

Nous pensons que lorsque vous lirez ces lignes, le montage du film de Marlon Brando "ONE EYED JACKS" (Jack-le-Borgne) sera terminé et d'ici peu de temps, sans aucun doute, nous aurons la possibilité de voir enfin ce grand film que nous attendons impatiemment. Ce qui est certain, c'est que cette oeuvre marquera une date dans l'histoire du cinéma.

"LI'L ABNER" a remporté un véritable triomphe commercial partout, aux Etats-Unis. La campagne de lancement a été très bien faite et la publicité parlée extrêmement efficace. Elle a beaucoup aidé au succès du film. Les bandes dessinées dont le film est tiré ont un gros tirage à travers le monde et l'on croit que ce fait constitue un facteur important dans la réussite du film en dehors des U.S.A.

Pendant Février a eu lieu à Toronto, au Canada, la première de Telemeter, première annoncée depuis longtemps déjà. Il y a des mois que l'on



PARIS - A couple of glimpses of the round-table luncheon at the Cafe De La Paix on Jan. 19th honoring Messrs Jack Karp, Russell Holman and Jerome Pickman on the occasion of their special company mission to Europe. Seated in the first picture are Messrs. Karp, Nathan, Holman, Michaud and Harrison (with Mr. Pickman standing). In the other scene are Messrs. E. Maillet, Renault, de Segonzac and T.J. Bennett.



Another glimpse of the Cafe de la Paix luncheon group (with many more visible in the rear mirror). Shown here are Mrs. Odette Ferry and Messrs. R. Rochefort, R. Lebreton and E. Béchet.

A full list of those attending were Messrs. Karp, Holman, Pickman, as guests of honor, and Messrs Nathan, Klarsfeld, Michaud, Edelstein, Harrison, Juroe, Barouch, Hamel, Plunkett, Maillet, Renault, de Segonzac, Bennett, Front, Rochefort, Lebreton, Béchet, Goldman, and Mrs. Odette Ferry.

procédait aux essais qui s'avéraient satisfaisants et si les documents sur la Première publique arrivent trop tard pour que nous en fassions un compte-rendu détaillé dans ce numéro, soyez certains que nous vous en parlerons longuement dans notre prochaine publication.

"THE WORLD OF SUZIE WONG" (Le Petit Monde de Suzie Wong) est en cours de tournage à Londres. Ceux qui ont vu les scènes déjà filmées à Hong-Kong avec William Holden et Frances Nuyen sont fort enthousiastes, non seulement sur le jeu dramatique des deux acteurs, mais aussi sur les magnifiques décors naturels situés dans une des villes les plus pittoresques du monde.

"Houseboat" Sailing Spankinoly in Belgium

"Houseboat" has caught all of the correct box-office winds and tides in Brussels according to this cable to Paris from Belgium Manager Julian Binstock:

"HOUSEBOAT" HAD OUTSTANDING WEEKEND BRUSSELS ELDORADO AND ACROPOLE THEATRES, FORMER BEING 20% AHEAD OF "BUCCANEER" AND LATTER 50%. "HOUSEBOAT" SAILING INTO SECOND WEEK.

PARAMOUNT EVENTS IN EUROPE SHOWN



PARIS - Mrs. Barney Balaban, wife of the president of Paramount Pictures Corporation, was a distinguished guest at the Ritz Hotel reception for Messrs Jack Karp, Russell Holman and Jerome Pickman. Mr. Karp is at right, Mr. John B. Nathan, Continental general manager, is in centre. Mr. Pickman is in the background.



ROME - At left is Silvana Mangano, still wearing her "Jovanka" hair-trim. At right is Audrey Hepburn. The men are Russell Holman (at left) and Dino De Laurentiis.

The occasion: the party honoring Jack Karp, Russell Holman and Jerome Pickman on their European production survey trip.



CAIRO - Mr. and Mrs. John B. Nathan arrive in Egypt at Christmas time following their marriage in Paris and are welcomed at Cairo Airport. Reading from left: Mr. Zaki Kenawi, publicity director; Mr. Mohamed Rouchdi, customs man; Manager H. Donald Hunter; Mr. Nathan; Mrs. Nathan; Mrs. Donald Hunter; Mr. George Baramilli, chief accountant.

LEFT....CAIRO * They love their lobby displays big in this city. Compare the size of this one at the Radio Cinema for "The Geisha Boy" with the patrons standing beside it.



MADRID - Spectacular premiere of "The Ten Commandments" at the Palacio de la Cinema coincided with the arrival of U.S. President Dwight D. Eisenhower in this city. Hence the special note of greeting, by Paramount, at the left of the cinema.

RIGHT

ROME - Honor diploma presented to Paramount for participation in the Venice Film Festival. Translation of text:

Biennale of Venice, 20th International Exhibition of Motion Picture Art, 1959

Honor Diploma

to Paramount International Films for Participation in the Cultural Section of the Twentieth Exhibition.



BELOW

CAIRO - During the recent visit of Continental General Manager John B. Nathan to Egypt, a reception in his honor was held by the staff in the Paramount office. Shown in this group are, reading from left: Mr. Safwat Fahmy, manager of shipping dept.; Mr. Nathan; Mr. Peter Elia, salesman; Mr. Mohamed Rouchdi, customs man; Manager H. Donald Hunter.



HOME OFFICE NEWS AS WE "GO LIKE SIXTY"

The month of February bears two three-day holiday weekends - Lincoln's birthday which falls on Friday the 12th and Washington's birthday which is on the 22nd, Monday.

One other birthday this month - that of Lorna Duncan's which falls on the 11th. Lorna works for Al Lo Presti.

Diana DiTomaso and Irene Anastasiou, tenth floor, caught a glimpse of Jerry Lewis in person, when he visited the home office several weeks ago. . . . Harriet Miller, George Weltner's secretary, knows a salesman who is very persistent. Once, when he had the misfortune of being thrown out of the front door of a house by an uninterested housewife, he merely picked himself up and tried again at the back door. The housewife was so amazed to see him again that she broke into laughter and bought the undaunted chap's product. (A tale with a moral).

Newcomers: Sharon Wagner is the new publicity assistant in Paul Ackerman's dept. As a hobby, Sharon has been studying dancing and singing for the past ten years. She dances with the Ballet Russe de Monte Carlo and does her singing with Vera Covert. She also attended NYU before coming to Paramount. . . . Eugene Bowen and Connie Fanaro are the two new employees in Gil Sullivan's dept. . . . There are also some new mailroom boys - Walter Coe, Robert Murray and Charles Reynolds. Raymond Brandow, formerly in the mailroom, has been promoted to clerk in the Traffic Dept., while Michael Lee left Paramount to join a Christian brotherhood.

1. to r. in the jolly company of the Macy's Santa Claus are four of the five children of Joseph Diana, Traffic Dept. They are Susan, age 6½, Joe Jr., 3, Maureen, 2, and Patricia, 5½. The fifth one, Brian, is only 6 mos. old and was too young to take to see Santa last year. Maybe next Christmas for Brian.

Maureen had become curious while sitting on St. Nick's lap and had attempted to pull off his beard. Fortunately she didn't succeed.



. . . Artistically-Inclined Soldier



This picture of P. F. C. James E. Barry, who is on duty at the U. S. Army Headquarters in West Berlin, Germany, appeared in a recent issue of the U. S. Army newspaper in West Berlin. Private Barry, who is the son of George Barry, a Paramount staff attorney, was employed at the Home Office during three summer vacation periods prior to June, 1958 when he received a Bachelor of Fine Arts degree from Pratt Institute. Above he is displaying some of his wood cuts and sketches which he completed while in Berlin.

Milton Goldstein returned recently from Paris and brought back several bottles of genuine Parisian perfume for the girls in his dept., and for John Rubinich, the sole male, he brought back a bottle of Cognac.

Among those who have been bogged down by the cold weather are Marguerite Bourdette who had a bad cold and Leni Hausman who is now back after an illness. . . . Leopold Weiner, tenth floor, is now convalescing after surgery and it is hoped he will be back soon.

More next month - Helen Kwartler

-- BOWLING NEWS --

This season the Bowling Club features 3 races. In addition to the usual team competition, three gals are struggling for high average and a couple of men are breathing on each other's necks for the individual title in their own division. Al Lo Presti holds a shaky one-point lead over Bob Guilfoyle, 172 to 171, while Helen Dumbra's 139 leads Helene Coleman by 3 points and Mary Brady by 4. Two teams, JERRY LEWIS and DEAN MARTIN, have been taking turns leading the league and latest results show JERRY 2 pts. ahead of DEAN.

EVENTS OF PARAMOUNT INTEREST IN THE UNITED STATES & CANADA

13



Joseph Gould (above) has resigned as advertising manager of United Artists, the post he has held during the past four years, and has been named advertising manager of Paramount Pictures, it is announced by Jerome Pickman, vice-president of Paramount Film Distributing Corp. in charge of advertising, publicity and showmanship. The appointment is effective Feb. 22.

In his new position, Gould will work under the direction of Martin Davis, national advertising, publicity and showmanship manager. Gould held key advertising jobs with 20th-Fox and Universal-International before joining United Artists.



Also announced is the appointment of Kenneth Aneser (at left) as assistant advertising manager of Paramount Pictures. For many years Mr. Aneser was assistant advertising manager for Warner Bros., and has been also associated with Lennen & Mitchell, agency, working on several accounts.

NEW YORK - In recognition of her long and dedicated booking service to Paramount and to the film industry, Kitty Flynn was signally honored at the Motion Picture Booker's Club installation of officers for 1960, the evening of January 18th last.

Function, held at the Tavern On the Green in Central Park was both an installation one and a testimonial to the genial Kitty for her many years of booking in the New York film area. The visible token of esteem took the form of a beautiful wrist watch, which the recipient is shown proudly viewing.

Photographed above, from L. to R. - Jack Birnbaum, President of Motion Picture Booker's Club; Sam Rinzler (Randforce Theatres), Si Fabian (Stanley Warner Theatres), Miss Flynn, Harry Brandt (Brandt Theatres), Hugh Owen, Vice-president, Paramount Film Distributing Corp.



WASHINGTON, D.C. - Here are two top officials of the National Theatre Corp. of Virginia, a corporation operating the American and Roanoke Theatres for over 40 years and as Herb Gillis (Paramount manager in D.C., who also took the photos) says, "they are Paramount customers of equal longstanding."

The gentleman at left is Mr. Elmore Heins, president of National; the other gentleman is Mr. Henry Schulz, vice-president and treasurer of National.

(Note that both officers of the company have their coats off as they work. Small wonder that National is successful.)



CHICAGO - Photographed at the rousing showmanship meeting in behalf of "Samson and Delilah," held here by Joseph Friedman, Paramount's manager of showmanship, were these five members of the Balaban and Katz organization: reading from left - Ed Seguin, Director of Advertising and Publicity for Balaban & Katz; John Ice, Barry Freed and Paul Lazzaro, assistants to Mr. Seguin; Mr. Friedman; Abe Platt, Division Manager of Balaban & Katz Theatres.



HOLLYWOOD - Four timeless links with the name and the fame of Cecil B. DeMille. One is a family link - his attractive and talented grand-daughter - Cecilia Harper. Two of the other links are mechanical: the fragile Pathe camera with which he filmed his first production, "The Squaw Man," and the massive VistaVision camera with which he filmed his final production, the sublime and enduring "The Ten Commandments." The fourth link is held by Cecilia - the moving and inspiring "Autobiography of Cecil B. DeMille," proudly published by the house of Prentice-Hall.

Randy Sparks and Venetia Stevenson in a scene from the Paramount release, "The Big Night" (which has gotten fine trade press reviews).

CAMERA REPORT ON LATIN-AMERICA



HOLLYWOOD - Visiting Paramount studio, Mr. Jose Castillo (extreme left), his wife, son, daughter, and nephew, Mr. La Ponte (next to Mr. Castillo) meet stars Nobu McCarthy and Jack Lord on the set of "Walk Like A Dragon." Mr. Castillo is a leading figure in the Ministry of Communication, Government of Mexico.



RIO DE JANEIRO - The forthcoming premiere of "The Ten Commandments" at the Opera Cinema in this city is expected to be the outstanding event in all Rio film history. Shown above is the actual signing of the contract for the big event, with eminent exhibitor Livio Bruni affixing his signature to the paper. At right is Latin American Division Manager Henry B. Gordon, and at left is A. Stephen Clug, general manager in Brazil. Standing is Adhemar Leite Cesar, Paramount sales manager.

Showmanship campaign on the mighty DeMille production will be a joint effort by the Opera staff, and Paramounteers under the direction of Enrique G. Herreros and Oswaldo Leite Rocha.



HOWARD ROCHLIN, above, has been appointed to the post of Special Representative for Central America formerly held by Richard Nathan. He will work under the direction of Mario Ghio, Central American manager with headquarters in Panama. Mr. Rochlin has had extensive commercial experience in Central America, and has just completed a visit of 2 weeks to Home Office, New York.

"T E M P E S T" continues to be terrific in Argentina. Managing Director Hugo Stramer has cabled about the opening of the Dino De Laurentiis-Paramount production in Mar Del Plata as follows:

OPENING "TEMPEST" IN MAR DEL PLATA BIGGEST IN COMPANY HISTORY. ADVANCE SALES EXCELLENT.



HOLLYWOOD - Miss Consuelo Ramos (r.) stands with her aunt, Miss Sara Echegary Correa, beside the magic portals of Paramount Pictures. Miss Ramos was winner of the Sophia Loren Look-Alike Contest staged by the Tacna Theatre of Lima, Peru, in connection with the showing of "The Black Orchid." Miss Ramos bore so striking a resemblance to Miss Loren that diners in the Paramount studio restaurant, knowing Miss Loren was in Europe, really did a double-take on seeing her.



50 Years A Great Showman

January marked a half-century of progress in the motion picture industry for Brazil's beloved Mr. Julio Llorente. In those 50 years, Mr. Llorente created the wonderful Llorente Circuit of 48 ace cinemas, making him one of the outstanding men in the entertainment business of Brazil. The anniversary occasion was marked by the above dinner, given by his family, friends and associates.

Beginning with Mr. Llorente at right, and continuing counter-clockwise, they are: Dr. Jaime Victor Llorente, Mrs. Miguel Mancini, Mr. Henry B. Gordon, Mrs. Julio Llorente, Mr. Miguel Mancini, Mrs. Florentino Llorente, Dr. Florentino Llorente, Mr. A. Steve Clug, Mrs. Julia Llorente, Mr. Enrique Herreros, Mrs. Jaime Llorente, Mrs. Henry B. Gordon.



HONGKONG - On their recent journey through the Orient, Mr. James E. Perkins, president of Paramount International, and Mrs. Perkins, were met at Kaitak Airport by Paramount managers of three territories. These were Hongkong Manager H.S. Moh (shown between the travellers), Vietnam Manager Yuan Kao, shown at right; and Taiwan Manager Andrew T. Fan, shown at extreme right. The full welcome party consisted of Messrs. C.H. Liang of King's Theatre; James Tsoi of Princess Theatre; C.H. Hsu of the Ritz; Robert Chung of Yung Wah Studio (of Cathay); T.J. Holt of Hoover and Gala Theatres; and the entire staff of Paramount, Hongkong. Picture at right shows, L to R: Mr. Henriksen, Far East Supervisor; Miss Henriksen, Messrs Perkins, Liang and Moh. It also shows Mr. Chung (wearing glasses at extreme left); Mr. Kao between Miss Henriksen and Mr. Perkins. and Mr. Hsu between Messrs. Perkins and Liang.



BANGKOK, Thailand: Tab Hunter was here recently on a personal trip, but visited the Paramount office and was most cooperative with the press (as shown at left). Above he is with Paramount Manager Chana Chaikijkarana; Mr. Boon Tilakomen, Manager of Bangkok's lavish Grand Theatre, and, at right, Mr. Stien Virakul, Advertising Manager of the Grand.



『十誠』仍廣受注意

這已經說過多次，施素·德美(西席·地·密爾)的『十誠』

不但在近來數年仍會廣受全世界熱烈歡迎，而且將永垂不朽。這部偉大作品，現在已是開始發行的第四年了，然而世界上尚有若干地區尚未見到此片，這些地區對它熱切的表現，不久將和在西班牙的成功一樣，是一次轟動全國的獻映，我們在上期本刊略有提示，但在這期上我們有了充份的證實，它是最興奮的一件

事。本月這部巨片又在美國全面重新發行，它的目的是使男女老幼得以先睹為快。

上個月我們露佈派拉蒙今年發行的新片名單，這個月我們報導積·嘉，羅素·賀爾曼和詹羅米·畢格門訪問歐洲和英倫情形，他們接受了新片供應問題，使我們一直到一九六一及以後的新片陣容更强。

當你們讀到本期時，馬龍·白蘭度主演巨片『One-Eyed Jacks』的剪接已經完成，也可感覺到數星期後就將看到這部大

眾熱望的影片的試映，它一定將佔新電影史重要的一頁。

『Li'l Abner』在整個美國非常賣座，眾口稱讚的宣傳亦是它成功的一大要素。那部連環圖畫原著，暢銷全世界，可作為此片在美國以外的地區發行此片的動力之一。

在本月(二月)中，有一篇關於『特種電視』在加拿大西托倫多開幕獻映的詳細記載，在過去數月他們所作的試驗非常成功，若正式的開幕獻映報導寄到稍遲，你們定會知道我們將在下期中予以更充實的篇幅報導。

『蘇茜黃的小天地』現在倫敦攝製，他們已看過威廉·荷頓與法蘭絲·阮去香港所拍的外景部份影片，都說這兩位明星和壯麗自然的外景引起最高的熱情，因為香港是今日世界上最富色彩的城市之一。

二月十七日在很久以前已被指定為美國發行新片『Jack The Ripper』的『目標日』。在那天六百部該片拷貝將在全美各地獻映，在數小時以後全國將知該片的內容了。這是派拉蒙對一部新片從未有過的『飽和發行』，我們相信它，將一定有如它龐大發行攻勢那樣相做的收穫。

In his extensive press interviews in Hongkong, Bangkok and Tokyo, Tab Hunter told in detail of his work with Sophia Loren in "That Kind of Woman," and of his role in the upcoming Paramount film, "The Pleasure of his Company."

PEOPLE AND EVENTS IN THE BRITISH PARA- MOUNT SCENE



LONDON AIRPORT - The producer-director team of Norman Panama (at left) and Melvin Frank land here from Hollywood with a multiplicity of interests. First, they have come to confer with Ingrid Bergman on her forthcoming production of "A Child Is Waiting," which is to be filmed this spring in London. Also, they will discuss promotion and premiere plans on their Paramount release, "Li'l Abner." And they were happy to find at the time of their arrival that their production of "The Jayhawkers" was currently in its first-release run at the Plaza.



LONDON - Luncheon meeting at the Hungaria Restaurant at which Messrs Jack Karp, Russell Holman and Jerome Pickman met the executive personnel of Paramount's British organisation. Reading clockwise from left: Russell W. Hadley, Jr., Russell Holman, Fred Hutchinson, Jack Karp, Jerome Pickman, Tony Reddin, Howard Harrison, Douglas Abbey, Oswald Croft, Leslie Pound, Peter Reed, Donald Peverett, Peter Barnes, Jack Upfold, Max Gayton, Hugh Corne, John Adamson. (Richard L. Patterson just missed the camera, at extreme left).



LONDON - Jack Karp, Jerome Pickman and Russell Holman as they arrived at London Airport from Rome for vital production conferences with Paramount's British executives.



LONDON - Chatting production matters over at the Dorchester Hotel reception were, from left: Russell W. Hadley, Jr., Tony Reddin, Jack Karp and Fred Hutchinson.

BELOW

LONDON - Crowds and queues were the order of the night as Ivan Foxwell's delightful Paramount comedy, "A Touch of Larceny," premiered at the popular Plaza, Paramount's House of Hits. And, as can be seen in the centre of the scene below, the equally popular 'House Full' sign was on display.



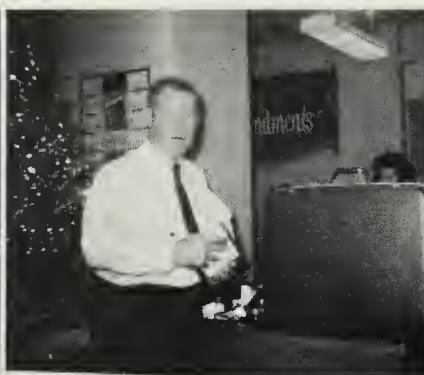
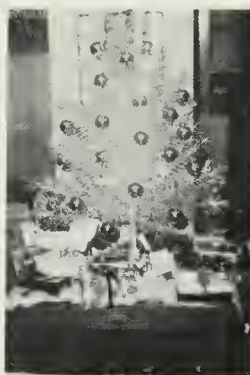
LONDON - Managing Director Fred Hutchinson and Mrs. Hutchinson as they boarded the BOAC Comet in London Airport for New York. (left)

LONDON - At the Dorchester Hotel reception for Paramount executives. Sylvia Syms (of the featured cast of "The World of Suzie Wong"), chats with Richard L. Patterson (r.), in charge of Paramount British Pictures, and Jerome Pickman, one of the three visiting toppers.



Branch News from page 6.

Henry Ford was always dropping into the offices of executives of his plant. One day he was asked why he didn't have them come to him. "Well, I'll tell you," Ford answered. "I've found I can leave the other fellow's office a lot quicker than I can get him to leave mine."



BRANCH NEWS (Continued from 6)

Chumley, director of sales for "The Ten Commandments," was also in attendance. Mr. Owen, in a most comprehensive manner, pinpointed the facets of our business that need attention. His outline of the future of our company made everyone present realize the tremendous importance of the job to be done. The enthusiasm and determination shown at the meeting will, we feel sure, bear fine fruit in the months ahead.

Mr. Moore discussed the release patterns of our future product, and with the well thought-out plans he presented, the results should prove most encouraging.

Mr. Chumley outlined the sales and booking policy of "The Ten Commandments" in the next release wave, and with the pattern presented everyone felt that with the potential still untapped, this production should return well over the quotas assigned to each branch. The short subject drive was outlined by Mr. Owen, and the managers were most gratified in learning the line-up of the future subjects in this important field of distribution.

The booking and sales staff of the Philadelphia Branch were also in attendance and were happy at the opportunity afforded by Mr. Owen to sit in on the proceedings. To a man they



That's Jerry Lewis, the man from 'outer space,' in the car at the left. He is doing in "Visit To A Small Planet" some of the things that millions of motorists wish they could do to traffic cops. Later on in the hilarious picture, Jerry does something with his lovely white car that's entirely without precedent. Just wait and see — and wish that you could go and do likewise.

felt that it was one of the most instructive and interesting meetings ever attended. We were also happy to see our old friends from New York Branch, Myron Sattler and Nat Stern along with Irving Lapidus.

Rounding out those in attendance, from Boston, Dan Houlihan, and Gasper Urban; New Haven, Henry Germaine; Washington, Herb Gillis; Pittsburgh, Gene Jacobs and Kip Smiley; Cleve-

CHARLOTTE - Correspondent Mildred Hoover has forwarded the above four picture glimpses of the Paramount Christmas party. First of all the lovely silver and blue tree. Then James C. Neil, office manager, thanks the girls and boys for his gift of a pen desk set. "The suspense is killing me," said Lawrence Terrell, branch manager, as he is shown unwrapping the 3-suiter (actually shown in picture #2.) Caption to the picture read: "Gift of personnel to a deserving boss." Fourth picture shows 'some of the gang' enjoying refreshments. From left to right: Anne Davis, Sara Short, Billie Howell, Ruth Kinnamon and Eleanor Helms.



SALT LAKE CITY - This is the picture of the Christmas party mentioned in the branch news. Seated at left are: Mrs. Harry Swanson; Mrs. Eleanor Odell (branch manager's secretary); Veon Walters (assistant cashier); Mr. Dee Walters; Mrs. Don Foster. Standing: Mrs. A.L. Campbell; Mr. A.L. 'Bus' Campbell (salesman); Mrs. Julie Harris (ledger clerk BD); Lysle Livsey (ledger clerk BD); Marilyn Kener (cashier); Mr. Harry Swanson (salesman); Mr. Bill Mason; Barbara Mason (ledger clerk CL); Right: Mr. Robert Loftis (office manager-head booker); Miss Lorilee Dayoe (Bob Loftis' fiancée); Mr. W.D. Foster (branch manager); Mrs. Mae Tripp (head inspectress); Renness Sterzer (inspectress).

land, Gordon Bugie; Cincinatti, Don Hicks and Billy Meier; Buffalo, Mike Jusko; Philadelphia, Ulrik Smith and his staff; Advertising Dept., Mike Weiss.

Added notes.....Bob Thompson, cashier of the Philadelphia Branch, resigned this week to resume studies at the University of Penna. He will be replaced by Mike Grady, formerly assistant cashier. Mae Orloff will move into Grady's place.

--John Kane

JACKSONVILLE Memo from the deep South where the sun always shines and it is never cold (ha, ha!!). News is slight, but here we go.

There have been quite a few changes in our personnel in Jacksonville. We are very happy to welcome into our organization Mrs. Jane McDonald who is quite well known on Film

(Continued on Page 34)



EVERETT OLSEN, who has been transferred as field representative from Chicago to Dallas, Texas. Our best wishes for continued success in your new surroundings, Everett!



JERRY LEWIS began in Florida on Monday, Feb. 8, what he describes as "The most exciting and ambitious project of my motion picture life."

It is a Paramount picture entitled "THE BELLBOY," and Jerry is producing, directing and starring in a picture made from an original script he wrote in 1956.

In his unusual title role, Lewis will have very little dialogue and will play most of the starring part in pantomime. "The Bellboy" will be filmed mostly on location in Florida with headquarters at the Hotel Fontainebleau.

An economist is somebody who tells you what to do with your money after you've done something else with it.

E.R. Murrow

SHOWMANSHIP AND SUCCESS IN THE 60's -- ARE SYNONYMOUS *****



(Below)

TEL-AVIV, Israel - Effective Billboard used by Cinema Ophir during highly successful run of Paramount-DeLaurentiis film, "Tempest."



CHICAGO - Joe Friedman (left), Paramount's showmanship manager, distributes "Samson and Delilah" radio discs to Herb Wheeler (Stanley Warner Circuit), Joe Feulner (H & E Balaban Circuit), and Roland Viner (Anderson Theatre Circuit). The occasion: Mr. Friedman's showmanship presentation in connection with re-release of "Samson and Delilah."

RIGHT

MANILA, Philippines - A ship on Rizal Avenue was but one phase of the great Paramount showmanship launching "Don't Give Up the Ship" to the greatest Jerry Lewis business in this territory.

PENANG, Malaya - As showmanship for "The Buccaneer," the 1,100-seat Cathay Cinema staged a "Buccaneer's Ball" and a "Pirate's Fancy Dress Contest" at the E & O Hotel, Penang's largest. The ball attracted more than 500 persons, and the contest more than a dozen colorful entries, shown above. (Other picture on Page 25).

YOU DON'T HAVE TO
LIKE MONEY TO LIKE SHOW
BUSINESS, BUT IT HELPS.

Charles Jones
Northwood, Iowa



MILAN, Italy - Italian girl, attired as a Japanese, distributes postcard pictures of Jerry Lewis and Nobu McCarthy as they appear in "The Geisha Boy." Distribution took place outside one of the major football stadiums.



BARCELONA - One of the several important store windows used for a showing of the trailer on "The Ten Commandments" in advance of the film's sensational premiere at the Coliseum.



CONCURSO LA SOPHIA LOREN DEL PERU

SI USTED SE PARECE A LA ESTRELLA ITALIANA PUEDE GANAR

2 PASAJES A HOLLYWOOD via **Canadian Pacific AIRLINES** con alojamiento pagado

y 300 DOLARES en efectivo y muchos premios mas!

VEA A **PEPE LUDMIR** en **"A HOLLYWOOD CON NIVEA"** todos los Lunes a las 9 de la noche Panamericana Television Canal 13

Lee **LA PRENSA** RECORTE EL CUPON Y VOTE POR SU FAVORITA! También hoy Obsequio para Ud.

¿SE PARECE USTED a **Sophia Loren**? INSCRIBASE EN ESTE TEATRO o EN LAS OFICINAS DE Panamericana Television Av. Arequipa 1110

LA FINALISTA SERA PRESENTADA EN UNA AVANT-PREMIERE DE LA MAS RECIENTE PELICULA DE **SOPHIA LOREN** **LA ORQUIDEA NEGRA**

PARA LAS FINALISTAS UN TRADICIONAL ESTUDIO PARA RADIO DEL "PULCRO" POR RADIO A BATERIA "DOLBY"

LIMA, Peru - One of the most unique, and highly successful, showmanship demonstrations seen here in many years was the "Sophia Loren Look-Alike" Contest staged in conjunction with the presentation of Miss Loren's "The Black Orchid" at the Tacna Theatre. Top prize was an air trip to Hollywood for the winning girl and her chaperone, transportation being provided by Canadian Pacific Airways. One of the announcements put out by the multiple sponsors is shown above.

Winner was Miss Consuelo Ramos (Pacheco), shown at right with Paramount's Academy Award-winning designer, Edith Head. Miss Ramos was accompanied to Hollywood by her aunt, Miss Sara Echegary Correa.

Other pictures on the Sophia Loren Look-Alike Contest in Peru, and the winner's visit to Hollywood, will be found on Pages 15, 28 and 32.



ACCENT IS ON 'PLEASURE' IN "THE PLEASURE OF HIS COMPANY"



The perennial youngster of the screen, Fred Astaire, is riding high these days. (Among other things, he made our cover this month). And in Perlberg-Seaton's sheer-happiness picture, "The Pleasure of His Company," he turns in a gay and romantic performance which makes that title ring ever so true.



Here Astaire and co-star Charlie Ruggles (who have both been around in show business for more than a few months), reminisce on some of the entertainment qualities which are bound to make "The Pleasure of His Company" one of 1960's top screen delights.



Debbie Reynolds is a bride-to-be in "The Pleasure of His Company," and designer Edith Head has made sure that Debbie emerges as the most bewitching bride of 1960.

The principal players in "The Pleasure of His Company" are Fred Astaire, Debbie Reynolds, Lilli Palmer, Charlie Ruggles, Gary Merrill, Tab Hunter and Harold Fong.

On the set of "The Pleasure of His Company" a cake marks the 32nd Wedding Anniversary of Mr. and Mrs. William Perlberg. Gathered to mark the happy occasion are, from left: Charlie Ruggles, Gary Merrill, William Perlberg, Jr., Debbie Reynolds, William Perlberg, Lilli Palmer, George Seaton and Edith Head.



Gary Merrill plays Debbie's stepfather in "The Pleasure of His Company." And he really has to watch his step; he's never quite sure whether Fred Astaire is going to rob him of his wife or his daughter. It's a very cute situation - devised solely for fun and happiness.





ST. LOUIS, Mo., U.S.A. - The reason for the smile of happiness on the face of Exhibitor B. Temborius, of Lebanon, Illinois, is the good gross he experienced with his showing of "Li'l Abner."



HOLLYWOOD - The Sophia Loren Look-Alike from Lima, Peru (Miss Consuelo Ramos), here by virtue of having won the contest staged by the Tacna Theatre in conjunction with the screening of "The Black Orchid," has lunch in the Paramount studio cafe with Cornel Wilde.



ROME - During the recent production discussions in Europe our photographer caught this earnest conversation between Paramount vice-president Jack Karp, at right, and Carlo Ponti, co-producer of the Paramount pictures starring his wife, Sophia Loren.

BARCELONA - Frank Siter, district manager, is about to receive the San Juan Bosco Silver Plaque from Don Antonio Nadal-Rodo, director of "Fotogramas" for the performance of Charlton Heston in his role as Moses in "The Ten Commandments."

This is the first time since its inauguration that that the award, "Placa San Juan Bosco," has gone to a foreign actor.

The presentation of this award was given very wide coverage over the radio and television stations of Spain.



BARCELONA - Standing before a wonderful display of art prepared in Spain for "The Ten Commandments," are (l. to r.): Frank A. Siter, Paramount district manager for Spain, Portugal and the Middle East; Charles P. Juroe, advertising and publicity director for Continental Europe; and Jose Xaubet, sales manager in Spain for Paramount.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



BARCELONA - Shown at the special screening of "The Ten Commandments" in Paramount's projection room, are - Bishop of Barcelona, Dr. Jubany, and Paramount vice-president Jack Karp, at right, and Carlo Ponti, co-producer of the Paramount pictures starring his wife, Sophia Loren.



HONGKONG - Shown at Kai Tak Airport waiting to greet Paramount International's president, James E. Perkins, are Far East supervisor S.A. Henriksen and Mrs. Henriksen, in centre, and Hongkong Manager H.S. Moh and Mrs. Moh on either side.



LONDON - At the Dorchester Hotel reception by the film industry of Britain, Russell Holman (r.) carries a persuasive production point to Jerome Pickman, while Howard Harrison listens attentively.



LONDON - At the Dorchester Hotel reception by the film industry for Messrs Karp, Holman and Pickman -- Dina Merrill (from "Don't Give Up the Ship"), Ivan Foxwell (producer of "A Touch of Larceny"), Jack Karp and Fred Hutchinson, Paramount managing director in Great Britain.



ROME - Vice-president Jack Karp, in charge of the Hollywood studio, and of production, chats with Harry Bruckman (r.) on distribution and production matters in Italy. Mr. Bruckman is assistant to General Manager Pilade Levi, who was on his honeymoon trip in South Africa at the time of the visit of Messrs. Karp, Holman and Pickman.



CAIRO - Some of the Paramounters of Egypt at the office reception for John B. Nathan, Continental general manager. Mrs. Aida Nassif, head booker, is greeting Mr. Nathan while Miss Lily and Messrs George Baramilli and Mohamed Rouchdi look on.

BELOW

ZURICH, Switzerland -- Red Nichols (right) famous band leader whose life story was the basis of Danny Kaye's "The Five Pennies," is welcomed to this city by Marc Thomkins, Starfilm publicity manager. Mr. Nichols was en route with his band to the Orient on a goodwill tour sponsored by the U.S. State Department.



"I DIECI COMANDAMENTI" CONTINUA IL SUO CICLO DI GRANDI TRIONFI

Ben a ragione abbiamo più d'una volta asserito in passato che la produzione di Cecil B. De-Mille I DIECI COMANDAMENTI avrebbe continuato a trionfare in tutto il mondo non solo per qualche anno, ma per il corso di un'intera vita. Oggi infatti siamo già a quattr'anni dalla sua uscita ed essa deve ancora fare la sua apparizione in diverse parti della terra. Un indizio dell'interesse col quale si aspetta questo film in questi paesi ci è stato recentemente fornito della Spagna dove la programmazione del film ha dato magnifici risultati in tutta la nazione. Di ciò vi avevamo già dato un accenno nello scorso numero, ma questo mese ne avrete le prove palpabili. Qui negli Stati Uniti d'America questa formidabile pellicola ha iniziato questo mese un nuovo ciclo di programmazioni per dar modo di vederla a qualsiasi uomo, donna o bambino che non ne avesse ancora avuto occasione.

Nel bollettino del mese passato vi abbiamo presentato una bella lista di film che la Paramount intende offrire al mondo nell'anno in corso, mentre questa volta constaterete che la visita dei signori Jack Karp, Russell Holmen e Jerome Pickman in Inghilterra ed altri centri d'Europa ci assicurerà un'altra serie di pellicole fino a tutto il 1961 ed anni più in là.

Quando sarete in possesso di questo numero, sarà probabilmente terminato il montaggio del film di Marlon Brando ONE-EYED JACKS ed abbiamo buone ragioni di ritenere che non troppe settimane dopo potremo finalmente visionare questo tanto atteso lavoro che siamo certi farà storia.

LI'L ABNER si è rivelato un vero successo di



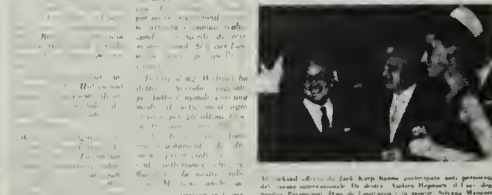
Il Cinema inizia una nuova era

UN IMPORTANTE PROGRAMMA PRODUTTIVO ANNUNCIATO DA GEORGE WELTNER PER IL 1960

Nel discorso pronunciato recentemente a New York il Vice Presidente incaricato delle vendite internazionali ha dichiarato che il mercato mondiale è in piena attività. Gli incassi aumentano dovunque - I film Paramount derivano da una collaborazione su scala internazionale



George Weltner



I più grandi nomi del cinema mondiale nella produzione Paramount Registri: Hitchcock, Vadim, Attoria: Holden, Lewis, Brando, Hepburn, Bergman. Produttori: Wallis, Perlberg

Film in lavorazione

Film in preparazione

Film in preparazione

Film in preparazione



Prossimamente in Italia

«Quel tipo di donna»



ROME - At the Open Gate Club reception to the visiting executives from New York and Hollywood, a joke is shared by Vieri Niccoli, Mrs. Howard Harrison and Jerome Pickman.



MILAN - Young Italians scramble for free eye-scratches when the articles were distributed as part of the local showmanship campaign for "The Buccaneer."



ROME - This large luminous poster for "The Buccaneer" was on display for a full month in advance of the release of the spectacular romantic film. Location of the poster also helped enormously: it was squarely in front of Rome's main railroad terminal.

RIGHT

Front page of a special issue of Giornale Paramount, of Italy, dedicated to the new enthusiasm generated by Paramount's plan for "Success in the 60's."



ROME - Some of those attending the cocktail party given by Vice-president Jack Karp at the Open Gate Club in this city on January 8 were, from left: Jacqueline Sassard, Agent Hank Kaufman, Paramount publicity manager Vieri Niccoli and Italian actress Rossana Podestà.

cassette in tutti i locali degli Stati Uniti, dopo un lancio di prima categoria. Il pubblico lo ha trovato molto divertente, e di voce in voce ha finito col fare alla pellicola una magnifica pubblicità. Siccome il lavoro è tratto da una nota serie comica di "fumetti" pubblicata in più di 700 giornali di tutto il mondo, il film sarà certo apprezzato anche all'estero.

In questo mese di Febbraio avrà luogo la famosa inaugurazione del Telemeter in West To-



ZURICH - When Red Nichols (whose life story inspired "The Five Pennies") was en route to the Orient with his band, he was welcomed to this Swiss city by one of the best amateur Dixieland bands of Switzerland, "The Harlem Ramblers." Here he is shown (in checkered cap) playing with the six members of the band. He was so appreciative of the honor paid him by the band (which had been assembled by Marc Thomkins, Starfilm publicity director), that he presented each of the six with an inscribed Swiss watch.

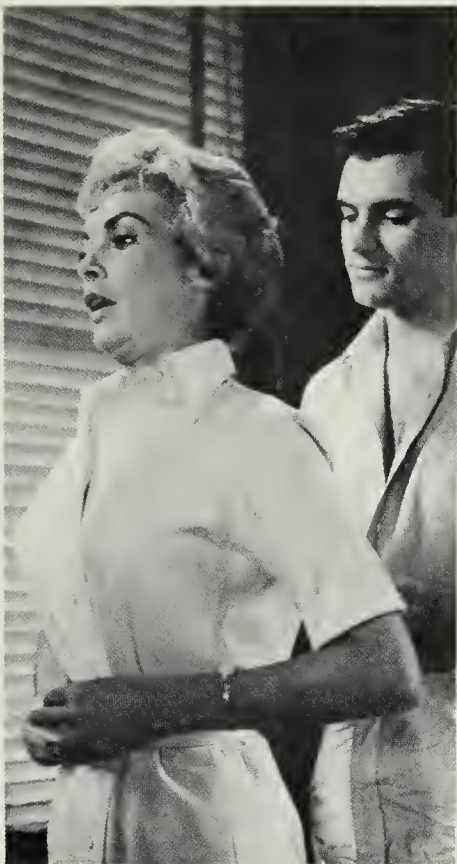
The event was given extraordinary coverage by Swiss newsreels, radio, TV and press. And the coverage was all the more extraordinary in view of the fact that the incident favored a motion picture, "The Five Pennies."

ronto nel Canada dopo diverse prove assai soddisfacenti eseguite durante gli scorsi mesi. In caso detta inaugurazione avvenisse troppo tardi per poter darvene un resoconto in questo numero, lo faremo sicuramente in quello successivo.

THE WORLD OF SUZIE WONG è in corso di produzione a Londra. Coloro che hanno già veduto le scene girate a Hongkong con William Holden e France Nuyen sono rimasti entusiasti non solo della forza drammatica del tema, ma anche della bellezza dello scenario naturale offerto da una delle più pittoresche città del mondo.

"PSYCHO"
 "PSYCHO"
 "PSYCHO"
 "PSYCHO"
 "PSYCHO"
 "PSYCHO"
 "PSYCHO"
 "PSYCHO"

One of Alfred Hitchcock's major casting problems before starting "Psycho" was to secure an actress who could put real terror into a scream. As you look at the talented girl below you know just why he chose Janet Leigh.



Janet Leigh and John Gavin render different reactions to one specific situation. Which is quite a paradox, because one of them is about to die. Which one? Don't ask us - ask Alfred Hitchcock. He's the director of "Psycho." He knows all the answers!



Producer-director Alfred Hitchcock gives studied attention to the mood Tony Perkins is developing in relation to both the title and theme of "Psycho," the latest film by the suspense-master.



The foreground is largely Hitchcock (which you'd probably know even without a caption). The background is supplied by three top members of the cast of his "Psycho" — Vera Miles, John Gavin and Tony Perkins. What they are being told is obviously serious business — as this unusual suspense picture itself is.



Making a psychopathic mystery thriller isn't all chills, creeping flesh and hot-and-cold flushes. There is still room for laughs — as Alfred Hitchcock and Janet Leigh depict so warmly on the set of "Psycho."

"JACK THE RIPPER" SET TO RIP!!!! - ALL RECORDS

"Jack the Ripper," backed by one of the most intensive advertising and showmanship campaigns ever given a motion picture, will be in massive saturation release in the United States and Canada while this issue of Paramount World is being printed. Next issue we will have comprehensive coverage on this very important Paramount event.



PITTSBURGH - Group at one of the host of distributor-exhibitor gatherings arranged in behalf of Joe Levine's mighty Paramount release. Shown, from left: Mike Weiss, Paramount field representative; Bill Doll of Embassy Pictures, in charge of advertising and publicity; John G. Moore, Paramount's Eastern division manager; Joseph E. Levine; Paramount Branch manager; Kip Smiley, sales manager, Pittsburgh branch.



BALTIMORE - Among those who were guests of Joseph E. Levine (centre) at the "Jack the Ripper" luncheon here were Phil Isaacs (l.) and Jack Fruchtmann, both of Fruchtmann Enterprises.



BALTIMORE, Maryland - Some of those present at the Baltimore exhibitor-distributor gathering for Joseph E. Levine. From left to right: Howard Wagonheim, Schwaber Theatres; Joe Grant, Northwood Theatre; Mr. Levine; Harley Davidson, Independent Theater Service, Washington; Aaron Seidler, Baltimore.

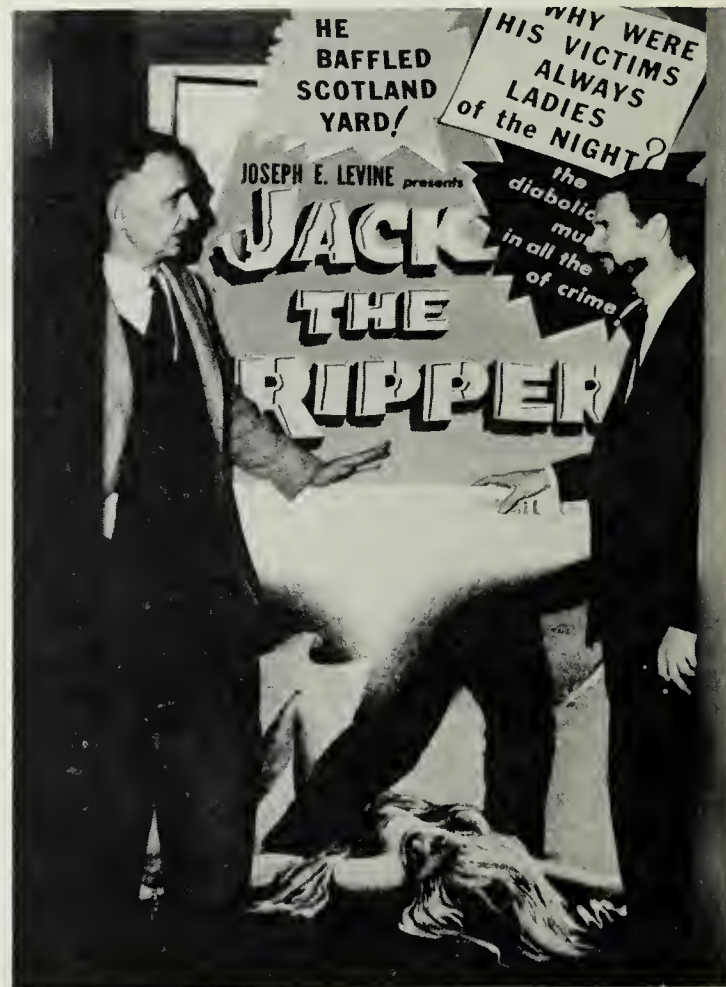


ST. LOUIS - Exhibitors at a preview luncheon as guests of Joseph Levine, producer of "Jack the Ripper" portend happy results at the box-office if this amiable group is a barometer. Among the group are Paramount branch manager Harry Haas (second from left), James and Dave Arthur of Arthur Enterprises, Inc., Mr. Levine (second from right) and Bill Doll, promotion director for Mr. Levine.

(Others not identified in caption).

RIGHT

NEW YORK - Section of the sales luncheon held in the Paramount head office diningroom on January 13th in connection with the launching of "Jack the Ripper." Joseph Levine is at the extreme right. Others facing camera, from left: Edmund DeBerry, Hugh Owen, Sidney G. Deneau and George Weltner.



TORONTO, Canada - Frank Morriss (left), movie editor of the Globe and Mail (Canada's biggest morning newspaper), chats with writer-author Stuart James at the local Variety Club. Occasion was a party given for James by the publisher of the soft-cover edition of "Jack the Ripper," which James wrote from the Paramount release.

James did a powerful lot of plugging for "Jack the Ripper" during a week's stay here. Included were three radio interviews, and an appearance on 'Tabloid,' the most heavily watched Eastern TV show in Canada.

He was also a guest before the Journalism Class of the Ryerson Institute (arranged by Win Barron). Though scheduled for a 30-minute appearance, he went over so well that the session was stretched to an hour and a half, with discussion about the mysterious elements of the "Jack the Ripper" case permeating the following session of the class.



FLASH

"Ripper" is in New York City release as we go to press -- and the results are truly terrific. We will have picture evidence in next issue.

"FIVE PENNIES" TURN TO GLITTERING GOLD IN THE FAR EAST

@@@@@@@@

Last December, General Manager Metori announced that "The Five Pennies" would begin its Japanese release in Tokyo at the top-ranking Scalaza Theatre in the middle of January, and in Osaka and Nagoya at about the same time. He also outlined the wonderful showmanship campaign that was ready to launch the Danny Kaye film, part of which had begun in October....Sequel to all of this is the following great cable from Far East Supervisor S.A.Henriksen:

"PENNIES" OPENED SCALAZA, TOKYO, JANUARY THIRTIETH. SECOND DAY WAS HIGHEST ONE-DAY FIGURE SCALAZA EVER ANY AMERICAN PICTURE.

HENRIKSEN



PENANG, Malaya - Dancing in progress before a towering figure of Yul Brynner at the Cathay Cinema's ball in connection with the showing of "The Buccaneer." It was called the "Buccaneer's Ball" and attracted an attendance of more than 500 persons.

TOKYO - Members of the Japanese press interviewing Tab Hunter in the Imperial Hotel on his recent visit to the Orient. Paramount General Manager Nobuo Metori (back to camera) is at the left.



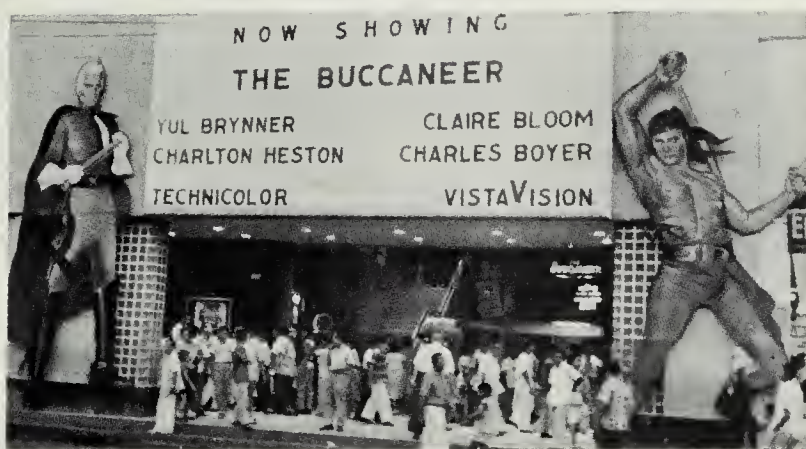
SUNGEI PATANI, Kedah, Malaya - A new Cathay Cinema has joined the rapidly expanding Cathay Organisation's circuit of modern film theatres. The new Cathay stands on the site of the former Queen's Cinema. It has a capacity of 706 seats and is modern in all respects.

Mr. Lim Keng Hor flew from Singapore to represent the Cathay Organisation at the premiere, which aided an important local charity - the National Mosque Fund, Kuala Muda District.

Cathay now operates a chain of 60 cinemas, of which 30 have been built and opened in the past 3 years. The cinemas are spread as far as Bangkok, 1,000 miles northwards from Singapore, and Sandakan, 1,500 miles east of Singapore. Cathay's payroll numbers 2,000 persons.

In 1947 the Cathay Organisation had only 2 cinemas, with an average monthly attendance of 100,000. Today there are 60 Cathay cinemas, with an average monthly attendance of one and a half million paying customers.

HONGKONG - Disc jockey and actor John Wallace, well-known throughout Southeast Asia, has been cast as an inspector of police in "The World of Suzie Wong," starring William Holden, Nancy Kwan, Michael Wilding and Sylvia Syms.



MANILA, Philippines - At the celebrated Avenue Theatre, "The Buccaneer" followed a really big opening with an engagement of three weeks. As a result, it became one of the six boxoffice champions of the Philippines



Xin nhớ đón xem kể từ ngày thứ năm 15-10-1959
Hãng PARAMOUNT films hân hạnh trình bày tại ba rạp:

KINH-ĐO EDEN OSCAR

(có máy lạnh) (có máy lạnh) (Chợ lớn)

Một phim out nhất trong năm của JERRY LEWIS

"GÀ TRONG NUÔI CON"

(TROIS BÉBÉ SUR LES BRAS)

Hình Vistavision Màu Technicolor

Nội tạng Pháp-Phụ nữ VN

Một phim vui tươi nhất trong năm do đạo diễn JERRY LEWIS thủ vai chính và hai cô gái đẹp. Mọi quý vị đến xem JERRY LEWIS nuôi ba đứa con, JERRY LEWIS đã làm, JERRY LEWIS làm yêu hùng xuất hiện trước mắt không phải của mình làm quý vị cười suốt tuần.

Ban ngày thường trực Tối thường lệ
Giờ chiếu xuất: KINH ĐO 20 giờ 50. EDEN 21 giờ 30.

SAIGON, Vietnam - An ad for Jerry Lewis's "Rock-A-Bye Baby" in Vietnamese for three theatres - the Kinh Do, Eden and Oscar. The fine campaign book which included this advertisement had many others - in Chinese and French.

An event which occasioned great pleasure in the Bangkok (Thailand) office was the receipt, by Manager Chana Chaikijkarana, of the following cable from Paramount International president James E. Perkins:

AM DELIGHTED LEARN PARAMOUNT WAS NUMBER ONE COMPANY IN THAILAND FOR PAST YEAR. OUR SINCERE CONGRATULATIONS TO YOU AND YOUR STAFF. REGARDS

- PERKINS

Mr. Chana expressed the pleasure of his staff at this praise, and assured Mr. Perkins that his congratulations encourage us to maintain this position for 1960 also - a position which we feel rightfully belongs to Paramount with its outstanding productions and unequalled executive guidance."

LEFT

MANILA - Jose Martinez, in a train conductor's uniform, passes through a crowded pedestrian area with a message designed to send more people to the Avenue Theatre than to the railroad station.

"The Five Pennies" a Triumph in Holland



NOG STEEDS NIEUWS OP GROTE SCHAAL VAN "DE TIEN GEBODEN"

Het is reeds vele malen gezegd dat Cecil B. DeMille's productie "De Tien Geboden" nog steeds voortgaat met nieuws te maken over de gehele wereld en dat niet alleen voor de komende jaren, maar voor een gehele menselijke leeftijd. De machtige film is nu in het 4de jaar van zijn release en toch moeten vele delen van de wereld hem nog zien. Een aanwijzing van het verlangen in die landen om de film te zien is te vinden in de prachtige resultaten, die de film in Spanje heeft behaald, waar de release werkelijk een nationale aangelegenheid was. Wij spraken ons vermoeden daaromtrent reeds uit in ons vorige nummer - maar nu hebben we inderdaad het bewijs en dat is overweldigend. Eveneens deze maand is de grootse film een nieuwe serie van releases over de gehele Verenigde Staten begonnen, waarvan het doel is, dat iedere man, vrouw en kind in dit land de film zal kunnen aanschouwen.

De vorige maand legden wij U een lijst van te verwachten Paramount films voor, die in de loop van dit jaar de wereld aangeboden zal worden. Deze maand rapporteren wij het bezoek, de de Heren Jack Karp, Russell Holman en Jerome Pickman aan Europa en Engeland brachten en hun prestaties om de beschikking te krijgen over een nieuwe voorraad aan films, voor de jaren 1961 en daarna.

Het is aannemelijk dat wanneer U deze regels leest, de laatste hand gelegd zal zijn aan de Marlon Brando film "One-Eyed Jacks" en wij vermoeden dat binnen niet al te lange tijd de voorvertoningen van deze film, waarnaar reikhalzend wordt uitgezien, zullen plaats vinden. Het staat absoluut zeker vast dat de film een nieuw hoofdstuk vormt in de geschiedenis van de film.

Over de gehele Verenigde Staten was "Li'l Abner" een volslagen kassa-succes. De film werd zeer degelijk uitgebracht en de enorme mondreclame was een hoogst belangrijke factor in de triomf van deze film. Het stripverhaal, waarnaar de film werd gemaakt, is over vrijwel de gehele wereld gepubliceerd

UTRECHT, Holland - The enormous success of "The Five Pennies" in this country stems from the fact that the mighty showmanship put forth in the film's behalf has not been confined to Amsterdam, but has been repeated, and even amplified, in the other release centres. Above is one instance - a two-scene panoramic view of what we believe to be one of the finest window displays ever given a motion picture in any part of the world. This display is in the department store of the internationally renowned firm of Vroom and Dreesmann, a firm with a rich appreciation of the fact that an interesting and attractive window is a sure business-getter. And "The Five Pennies" got the business, for the store - and for the local exhibitor, in record-breaking proportions.

en men neemt aan, dat dit een belangrijke factor is bij het uitbrengen van de film buiten de Verenigde Staten.

Dit is de maand (Februari), waarin Telemeter zijn geruime tijd geleden aangekondigde première beleefd in West Toronto, Canada. De proefnemingen gedurende de afgelopen maanden zijn zeer succesvol verlopen en ingeval de betreffende première te laat mocht plaats vinden om nog in dit nummer besproken te worden, dan kunt u er zeker van zijn dat in het nummer van de volgende maand uitvoerig aandacht daaraan besteed zal worden.

"The World of Suzie Wong" is nu in Londen in productie. Zij, die de in Hongkong opgenomen scènes met William Holden en France Nuyen gezien hebben, zijn zeer enthousiast, niet alleen over het speeltalent van de beide sterren, maar tevens over de prachtige echte opnamen in een van 's werelds meest kleurrijke steden.

De 17e Februari is reeds lang geleden bestemd als de dag voor een massale release in de Verenigde Staten van "Jack The Ripper" Op die dag gaan 600 copieën van de film veranderen in magneten voor de kassa van even zoveel theaters over het gehele land. En binnen het tijdsbestek van enige uren zal het gehele land weten wie "Jack The Ripper" is. Dit zal tevens de machtigste "saturation release" zijn, die Paramount een film ooit gegeven heeft en in vertrouwen verwacht men, dat de resultaten in evenredigheid zullen zijn met deze grootse wijze van uitbrengen.



THE HAGUE - Crowds flock to the Passage Theatre to see "The Five Pennies." (Note the prominence given the starting times of the feature picture).



AMSTERDAM - The music establishments known as record bars cooperated in magnificent fashion in the showmanship campaign for "The Five Pennies." Above is a typical example, with the Tuschinski Theatre name given superlative prominence.

"War and Peace" Honored



TOKYO - Still another high honor has been given to "War and Peace," the Dino DeLaurentiis-Paramount production which has been shown around the world so successfully.

This time the honor comes from Korea, where "War and Peace" was adjudged "the most superior motion picture released in Korea in 1958." The award was made to Mr. H. S. Lee, president of Bullee Trading Company, Ltd., who has been handling Paramount pictures exclusively in Korea. Because of the high standard of "War and Peace," Mr. Lee was given not only a trophy, but also a bonus license for the importation of an additional feature under the official quota system.

Mr. Lee is shown above at right, with Paramount General Manager N. Metori. The trophy is with the four executive photos on the mantel.



TOKYO - Tab Hunter concluded his personal tour of the Orient here, prior to flying back to Hollywood and the start of work in "The Pleasure of His Company" at Paramount for Perlbarg and Seaton. He is shown above in the Imperial Hotel with Paramount General Manager N. Metori and, at left, Publicity Director T. Ise. In Tokyo, as he had been in Bangkok and Hongkong, Hunter was most cooperative with the press, accenting "That Kind of Woman" and "The Pleasure Of His Company" in all talks.



HOLLYWOOD - Jack Iwata, noted Japanese film correspondent accredited to the studio area, is shown at right on the set of "Walk Like A Dragon" with Nobu McCarthy and Jack Lord, co-stars of the production.



HOLLYWOOD - On the set of "Walk Like A Dragon" with co-stars Jack Lord and Nobu McCarthy at Paramount are: Shuzo Kosugi, representative of "Screen" Magazine of Tokyo, and his friend, Masa Akashi (right), noted Japanese artist.

依然注目の的——「十戒」

セシル・B・デミルの「十戒」は今後何年か許りではなく我々の生涯を通じて全世界に素晴らしいニュースを巻き起し続けるだろうとはこれまで幾度となく指摘されて来たが、この巨篇は現在公開第四年目に当り、世界各地多くの地域ではこの映画の公開を尚今後に残している状態である。これ等の地域でこの映画を待望する空気は極めて強く例えばスペインでの全国的な公開は素晴しい成績をあげた。これについては先月号でも触れたが今月はそれを説明する素晴らしい資料をお目にかける。更に今月は全米各地で新しく公開される予定で、目標はこの巨編を老幼男女の別なくアメリカのすべての人々に見せることである。

パ
社製作更に強化

先月号では今年中に公開されるパ社作品のラインアップを紹介したが、今月はジャ

編集終る「片眼のジャック」

ツク・カープ、ラッセル・ホルマン、ジェ
ローム・ピットマンの諸氏のヨーロッパ及
び英国訪問とその成果によつて一九六一年
からその後数年に亘るパ社の作品を大きく
強化する明るいニュースを報告する。

本誌の発行される頃マーロン・ブランド
ーの「片目のジャック」の編集が終つてい
る筈で、程遠くない中に期待のこの作品の
プレミアショウが行われる予定である。こ
の映画が映画の歴史に新しい一頁を劃する
ことは疑を容れない所である。

俄然ヒツトした「リル・アブナー」

「リル・アブナー」は全米で完全なヒットを収めた。着実に売れたこの映画についても、もう一つの輝かしい勝利の要因は口宣伝であつた。この映画の原作となつた漫画が全

製作進む「スー・ジョー・ウオ
ンの世界」

世界で広く愛読されていた事はこの作品を海外で売る上に大事なポイントとなるであろう。

カナダでテレミーターの
プレミアー

今月は長い間待望されていたテレミーターのプレミアーがカナダのウエスト・トロントで行われる。過去数ヶ月に亘つて行われたテストの結果は最も満足すべきものであつた。このプレミアーが本誌の締切りに間に合なかつた場合は来月号にその詳細をお伝えするつもりである。

カナダでテレミーターの
プレミアー

二月十七日に封切

を見た人々は両スターが演じたドラマ許りではなく、世界で最も色彩豊かな都市の一つがみせる勝れた自然のセットに感嘆の声を放っている。

二月十七日は「ジャック・ザ・リパー」の全米一斉封切日に予定されている。この日この作品は六百本のプリントをあげて全米の映画館で一斉に公開され、何時間か後には全国民が「ジャック・ザ・リパー」について知らされることになっている。これはパラマウントが行う最大の浸透封切作戦で、その結果はこの巨大な封切作戦にふさわしく優秀な成果となつて現れるであらう。

A Mighty Thrill for Palma de Mallorca, Spain



The world must learn to work together, or finally it will not work at all.

Dwight D. Eisenhower



AMBATO, Ecuador - In this Ecuadorean city, where the average film plays a maximum of two days, "The Ten Commandments" was in its 21st day when the above photo was taken. Photo is of the Bishop of Ambato, Rev. Bernardino Echeverria, attending a special screening of the mighty Cecil B. DeMille film.

Reading from left to right: Father Jose Arellano; Paramount representative Eduardo Frangias; the Bishop; Father Jose Vasconez.

The showmanship campaign whereby the Tacna Theatre (Lima, Peru) entrant, Miss Consuelo Ramos, won the Sophia Loren contest, and a trip to Hollywood, was a very complete one. It contained not only all of the standard publicity facets, but included newsreel shots of Sophia Loren, special tapes for Pepe Ludmir's radio and TV shows, and comprehensive credits for all of the commercial firms that participated in the showmanship campaign.

The majority of South and Central American offices competed in the contest, but Peru's entrant was adjudged the winner. So it was Latin American Division Manager Henry B. Gordon's pleasure to be able to advise Manager Lennart Bjorck that his branch had won the prize of \$100.00.

More "Ten Commandments" Miracles in Spain

Continental publicity director Charles P. Juroe reports some more truly outstanding happenings connected with "The Ten Commandments" during its mass presentations throughout Spain.

The business in the island of Palma de Mallorca is the greatest in history. One patron was a little old lady of eighty, seeing a film for the first time in her life.

In the village of Valldemosa on this island one person bought 100 tickets for one particular performance of "The Ten Commandments" and in the village of Sancellas, another patron bought 120 tickets for his less affluent neighbors.

"LOS DIEZ MANDAMIENTOS" SIGUE TRIUNFANDO EN GRAN ESCALA

Como se ha venido pronosticando en el pasado, es hoy un hecho irrefutable que la producción de Cecil B. DeMille, "Los Diez Mandamientos", seguirá cosechando grandes triunfos en todo el mundo, no sólo durante el futuro inmediato, sino que también en el lejano porvenir. La película se halla ya en su cuarto año de exhibición en muchos países y por estrenar aún en tantos otros. Una indicación del interés con que es esperada esta película en el mundo entero nos la ha proporcionado recientemente España, donde se le ha dado una distribución verdaderamente nacional. En el número pasado insinuábamos ya esta gran noticia; en éste podemos ofrecer al paramountista un informe detallado del gran éxito de esta película en aquel país. En Estados Unidos la película ha sido programada este mes en un nuevo circuito de exhibición, e fin de que no quede nadie sin verla. . . El mes pasado presentamos al paramountista el nuevo producto Paramount para este año. Este mes informamos sobre el viaje de los señores Jack Karp, Russell Holman y Jerome Pickman a Europa, y el feliz resultado de sus gestiones destinadas a aportar a nuestra Compañía un adicional número de películas para ser distribuidas hasta 1961 y años venideros. . . Cuando este número de Paramount World llegue a manos del paramountista, habrá terminado ya la edición y montaje de la película de Marlon Brando, "El rostro impenetrable" ("One-Eyed Jacks"), la cual esperamos ver en preestreno dentro de unas semanas. Esta película augura ser una fuente de ingresos para el exhibidor y un triunfo artís-

PALMA DE MALLORCA, Spain - Day and night glimpses of the massive and exciting business done by the Teatro Lirico when "The Ten Commandments" proved to be the most exciting motion picture attraction in the whole history of the colorful island.

tico para la Paramount. . . "Li'l Abner" ha constituido un éxito taquillero total dondequiera se ha exhibido. Los teatros lograron llenos completos, contribuyendo a ese gran éxito los elogios que de ella hizo el público que asistió a su estreno. El hecho de que la película se base en una tira cómica de dibujos publicada en más de 700 periódicos en el mundo entero, contribuirá el éxito de esta gran comedia musical en el extranjero. Este es el mes (febrero) en que se realizará el tan esperado estreno del Telemeter en West Toronto, Canadá. Las pruebas preliminares han sido altamente satisfactorias. En caso de que el estreno se efectúe demasiado tarde para poder reseñarlo en este número, informaremos sobre el mismo en el próximo. . . "The World of Suzie Wong" se halla ya en plan de producción — en Londres. Aquellos que han visto las secuencias filmadas en Hong-Kong, con William Holden y Frances Nuyens, están entusiasmados, no sólo de la fuerza dramática de su tema, sino que también de la belleza de sus escenarios naturales. . . El 17 de febrero ha sido designado como el día del estreno, en Estados Unidos, de la película "Jack The Ripper". En este día, 600 copias de la película atraerán al público a las taquillas de otros tantos teatros en todo el país y en unas horas, "Jack The Ripper" habrá sido estrenada en las principales ciudades de los Estados de la Unión. Esta será la más intensa "saturación" de ventas jamás intentada por la Paramount y es de esperar que los resultados respondan al gigantesco esfuerzo de distribución llevado a cabo.



HOLLYWOOD - Miss Consuelo Ramos (who won the Tacna Theatre's Sophia Loren Look-Alike contest in Lima, Peru) needs an umbrella in an unexpectedly rainy Hollywood. Umbrella holder is Ed Schellhorn. In rear are Miss Sara Echegaray Correa (Consuelo's aunt and chaperone), and Adolph Zukor II. The building in the background is headquarters of Capitol Records.



The bullets in his belt were for the men he had to kill --- but the one rose, and the one dance, were for the one moment of honest love in the twisted world of this "One-Eyed Jack."

The secret of success is to achieve one big enough for your wife to brag about, but small enough to keep your friends from being jealous.

Harold Coffin, in
The Wall St. Journal



MUNICH - The magnificent new City Filmpalast premiered recently, and the opening attraction was Paramount's "Houseboat." The comedy had a superlative engagement of more than four weeks. Shown above in the lobby of the Filmpalast on the occasion of the premiere are, from left to right: Mr. Boris Jankolovics, Paramount supervisor for Germany and Belgium; Messrs Walter Jonigkeit and Manfred Bertuch, theatre owners; and Mayor Hieber of Munich.



Scene inside the Filmpalast as Munich Mayor Hieber addressed the capacity audience and expressed his thanks to the city government for such a magnificent cinema.

"Die 10 Gebote".... nach wie vor im Weltgespräch!

Es ist schon mehrfach betont worden, dass Cecil B. DeMille's Produktion "Die 10 Gebote" nicht nur für die kommenden Jahre ein Erfolg bleiben, sondern es für immer sein wird. Dieser Grossfilm läuft jetzt im 4. Jahr und wurde in vielen Ländern noch nicht einmal gezeigt. Das Interesse in all diesen Ländern ist aber sehr gross, wie wir jetzt aus Spanien erfahren haben, von wo uns erfreuliche Berichte zuginen. Diesen Monat begannen in den gesamten USA eine Reihe von Wiederaufführungen mit dem Ziel, dass jeder Mann, jede Frau und jedes Kind in den Staaten diesen Grossfilm sehen soll.

In der letzten Ausgabe stellten wir einige der kommenden diesjährigen Paramount-Produktionen vor. Diesen Monat berichten wir nun über den Europabesuch von Mr. Jack Karp, Mr. Russell Holman und Mr. Jerome Pickman und von ihren Bemühungen um neue Filme und Stoffe, die uns 1961 und für die Jahre danach zur Verfügung stehen sollen.

Wir glauben, wenn Sie diese Zeilen lesen, dass die Schnittarbeiten an Marlon Brando's Grossfilm "Der Einäugige" beendet sein werden und in weiteren Wochen die Uraufführung dieser langerwarteten Produktion einsetzt. Dass die-

ses Werk Filmgeschichte machen wird, ist für uns eine Gewissheit.

"Li'l Abner" wurde in den gesamten Staaten ein Kassenerfolg sondergleichen, woran die gute Mundpropaganda einen starken Anteil hatte. Der Comic-Streifen, nach dem dieser Film gestaltet wurde, fand weltweite Verbreitung und diese Tatsache wird für den Verleih in den ausseramerikanischen Ländern von grossem Wert sein.

Im Februar wird das Telemeter in West-Toronto, Kanada, seinen langangekündigten Start erleben. Die Versuche der letzten Monate waren sehr zufriedenstellend, und wenn die Premiere

Good News About Shorts

This is the year of big sales activity in short features in the U.S. It's also the year when into Paramount's Noveltoon series of shorts there is introduced the new cat-and-mouse duo called SKAT AND SKIT.

'Skit' is a cute little mouse whose major problem is staying alive by by-passing the sharp-toothed 'Skat.' First of the series is called "Be Mice To Cats."

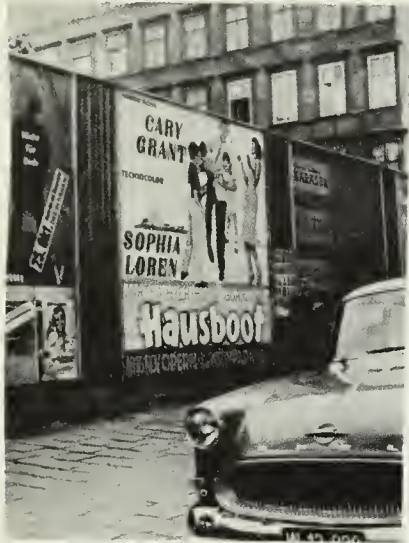
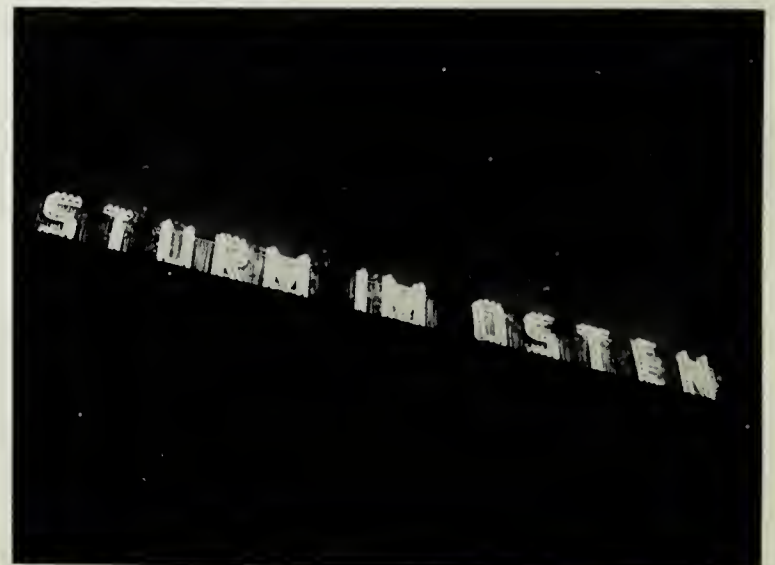
Another Paramount short which seems sure of popular attention is "Fiddle-Faddle," one of the Modern Madcap series. It's a dialect comedy about an explorer who is sure that the wildest beasts of the jungle can be soothed by music.

für diese Ausgabe zu spät stattfindet, dann werden wir in der nächsten ausführlicher darüber berichten.

Die Innenaufnahmen zu "Die Welt der Suzie Wong" haben in London begonnen und alle, die die Aussenaufnahmen in Hongkong mit William Holden und France Nuyen bisher sahen, sind begeistert von den schauspielerischen Leistungen der beiden Stars und der herrlichen Naturkulisse dieser Stadt, die mit zu den prächtigsten der Welt gehört.

Der 17. Februar ist in den Staaten der "Tag X" für den schlagartigen Grosseinsatz von 600 Kopien unserer Neuproduktion "Jack the Ripper" und innerhalb weniger Stunden werden weite Bevölkerungskreise davon Kenntnis haben. Es wird der stärkste Grosseinsatz sein, den wir je für einen Paramount-Film starteten, und wir hoffen vertrauensvoll, dass der Erfolg unserer Anstrengungen entsprechen wird.

DUSSELDORF - A showmanship "first" in this city was the utilization of a giant neon sign for the promotion of the dual-theatre premiere of the DeLaurentiis-Paramount epic, "Tempest."



VIENNA - One of the massive posters displayed for four weeks in advance of the premiere of "Houseboat" at the Opern Theatre.



BOBBY DARIN, tops of American disc stars, will be starred in the first of a series of Paramount musical films later this year.

Not a tenth of us who are in business are doing as well as we could if we merely followed the principles that were known to our grandfathers.
William Feather

DE TIO BUDORDEN FORTSÄTTER SITT SEGERTÅG

Det har sagts otaliga gånger förut, att Cecil B. DeMilles film DE TIO BUDORDEN kommer att förbli aktuell under årtal framåt, ja, under en hel livstid. Denna mäktiga filmskapelse visas nu för fjärde året världen runt men många länder vänta fortfarande på att få se den. En liten föreställning om den otalighet, varmed man i dessa länder motser filmen, fick vi genom den strålände framgång som filmen fått i Spanien, där dess framförande tog en landsomfattande karaktär. Vi fick en glimt av detta i förra numret men nu kan vi glädjande nog lägga fram klara bevis. Denna månad har filmen också begynt visas i en ny omgång över Förenta Staterna - avsikten är att varenda man, kvinna och barn skall bli i tillfälle att se filmen.



COPENHAGEN - Two phases of the presentation of "The Trap" in this city. One scene shows the brilliant exterior of the release theatre, the Saga. The other shows the window of the Marie Antoinette Parfumery, one of a great many windows participating in the showmanship campaign.

I förra numret förutskickade vi en rad filmer, som skulle bli verklighet under innevarande år. Nu kan vi avge rapport över den resa i Europa och England som herrarna Jack Karp, Russell Holman och Jerome Pickman företagit och deras strävanden att säkra filmbehovet också för 1961 och framöver.

Troligtvis har, när ni läser dessa rader, arbetet med redigeringen av Marlon Brando-filmen ONE-EYED JACKS slutförts och sedan dröjer det säkerligen inte många veckor förrän vi blir i tillfälle att se denna med stor otalighet avväntade film - en film som med all sannolikhet kommer att skriva filmhistoria.

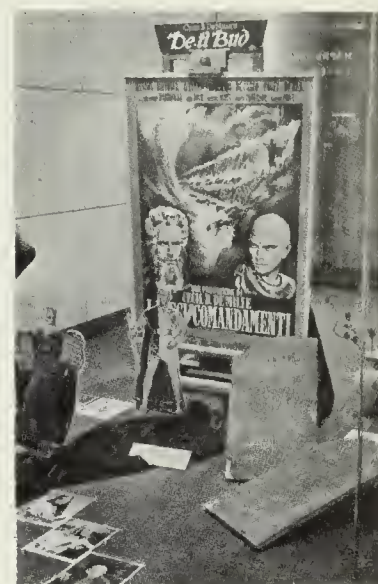
En omsorgsfullt planerad och välriktad förhandspropaganda har gjort LI'L ABNER till en kassatriumf över hela Förenta Staterna. Den tecknade serie, på vilken filmen är baserad, är välkänd över hela världen, en faktor av betydelse för dess framgång utanför Amerika.

Februari är också den månad, då Telemeter får sin sedan länge annonserade premiär i West Toronto, Canada. Den senaste tidens provförsök har utfallit synnerligen tillfredsställande, men skulle den "riktiga" premiären inträffa för sent för att rapporteras i nästa nummer, så blir det att vänta ett nummer till, men då återkommer vi.

THE WORLD OF SUZIE WONG är under inspelning i London. De som beretts tillfälle att se de episoder, vilka inspelats i Hongkong med William Holden och France Nuyen, är helt entusiastiska inte bara vad beträffar de båda stjärnornas dramatiska framställningskonst utan också över den hänförande naturen i en av världens mest färgrika städer.

Den 17 februari är sedan länge utsedd som dagen för den gemensamma premiären av JACK THE RIPPER över hela Förenta Staterna. Den dagen kommer 600 kopior av filmen att släppas ut på lika många biografer och sedan är det bara fråga om timmar innan hela nationen kommer att vara underkunnig om Jack The Ripper. Det är den största och mest omfattande "nationspremiär" som Paramount någonsin gett en film och det ekonomiska utbytet väntas också bli i proportion därtill.

Paramount's "A Touch of Larceny," gay action comedy starring James Mason, Vera Miles and George Sanders, has been recommended for adults and young people by the Protestant Motion Picture Council (U.S.A.) in the organization's latest bulletin.



COPENHAGEN - Window display showmanship for "The Ten Commandments" in the celebrated Anva department store.



COPENHAGEN - Front of the ever-popular Palads Theatre recently when the Cary Grant-Sophia Loren comedy, "Houseboat" was the attraction.



ODENSE, Denmark - In the lobby of the Grand Theatre as "The Ten Commandments" began its phenomenally successful run. Pointing to the poster of the mighty DeMille film is Mayor Holger Larsen of Odense. Next to him is Manager Andersen of the Grand. At left is Paramount Manager John Aarshøj.

AT TOP is the exterior of the Grand, with that adjunct which has always been associated with presentations of "The Ten Commandments" - a long, long queue of paying patrons.



HELSINKI, Finland -- The Kino-Palatsi recently had "Houseboat" as its film attraction and reported splendid business with the Cary Grant-Sophia Loren comedy.

THE HOLLYWOOD SCENE



Sophia Loren, with the title "Heller In Pink Tights" in mind, went through plenty of advance preparations to make sure that the pink items were put to the best photogenic use.

BELOW

International group on the Paramount set of "Walk Like A Dragon." From left: Masa Akashi, noted Japanese artist; Rudolph Acosta; Jack Lord and Nobu McCarthy, film's co-stars; Armando Del Moral, renowned journalist for Mexico and Cuba; and Shuzo Kosuki, correspondent for "Screen," Tokyo.



Some of those who hosted the Children's Christmas Party of the Studio Club include: standing, Alice Raskoff, Jerry Hill Davis, Helene Harris, Pef Lee, Jacob Karp, Lillian Rock and Elizabeth Higgason. Kneeling are Luigi Luraschi, H.E. McCroskey and Max Roskoff. The party was held at the Wilshire-Ebell Theatre, and was attended by hundreds of children.

Opening paragraph in Paramount Parade's detailed report on the event stated: "Opening the program was Luigi Luraschi, Studio Club President who gave the welcome and introduced Mr. Jacob Karp, Vice-President in charge of the studio. It was a real pleasure to have Mr. Karp with us and he stayed through to enjoy the entire proceedings."



CONTEST WINNER FROM PERU - Second from the right in this group in Paramount's studio commissary is Miss Consuelo Ramos of Lima, Peru. She was adjudged the winner in the Tacna Theatre's contest for a Sophia Loren "look-alike" in conjunction with the showing of "The Black Orchid." Prize was a trip by air to Hollywood, courtesy of Canadian Pacific Airlines. Those in the group, reading from left, are: Rose Goldstein, Paramount International; Miss Sara Echegary Correa, aunt of Miss Ramos, and her chaperone on the trip; Richard Whitney, Los Angeles representative of Canadian Pacific Airlines; Ed Schellhorn, Paramount International; Edith Head, in charge of Paramount designing, and multi-time Academy Award winner; Miss Ramos; Luigi Luraschi, head of the studio's censorship department.



The young lady at left is the now-grown-up Margaret O'Brien, child star extraordinary just a few years ago. She is now a featured member of the cast of "Heller In Pink Tights." With her are Eileen Heckert (also featured in the romantic comedy-drama) and, at right, Sophia Loren, co-starring with Anthony Quinn in the Ponti-Girosi production.

Edith Head will design Lilli Palmer's costumes for Perlberg-Seaton's "The Counterfeit Traitor" while Lilli is working in Hollywood in Perlberg-Seaton's "The Pleasure of His Company," for which Edith also designed Lilli's lovely costumes.

TELEMETER RESEARCH LABORATORIES

WEST LOS ANGELES, California - Above is shown the plant of the Research Laboratories of International Telemeter Company, a division of Paramount Pictures Corporation.

Here an expert group of electronic engineers are designing new Telemeter equipment, both for the Telemeter Wired System as well as the system for over-the-air transmission of pay-TV programs.



FEBRUARY 15th SET AS "T(for Telemeter)DAY" IN WEST TORONTO(Can.)

AT THE TIME OF OUR GOING TO PRESS, the two-week period beginning February 15th had been indicated as covering the target date for the beginning of Telemeter presentations in West Toronto, Ontario, Canada.

An additional announcement of top importance had been made on January 29th, when Louis Novins, president of International Telemeter Company, had announced that the company expects to establish the Telemeter toll-TV system in a section of the borough of Queens (New York) in 1961.

Novins addressed the Metropolitan Hockey Writers at a luncheon at Leone's in New York, at which General John Reed Kilpatrick, president of the New York Rangers hockey team, announced a deal for cablecasting (via Telemeter) the February 28th New York Rangers-Toronto Maple Leafs hockey game back to Toronto via the Toll-TV system.

TORONTO - Because of the national prominence of hockey in the Telemeter picture, some of the news about the advent of Telemeter in this rapidly expanding Canadian city overflowed to the sports pages of the eminent Globe and Mail.

TELEMETER IS SCHEDULED TO OPERATE ON A 7-DAYS-A-WEEK BASIS. MANY AREAS IN CANADA DO NOT HAVE MOTION PICTURES ON SUNDAYS. TELEMETER WILL BRING MOVIES INTO THE HOME EVERY DAY OF THE WEEK.

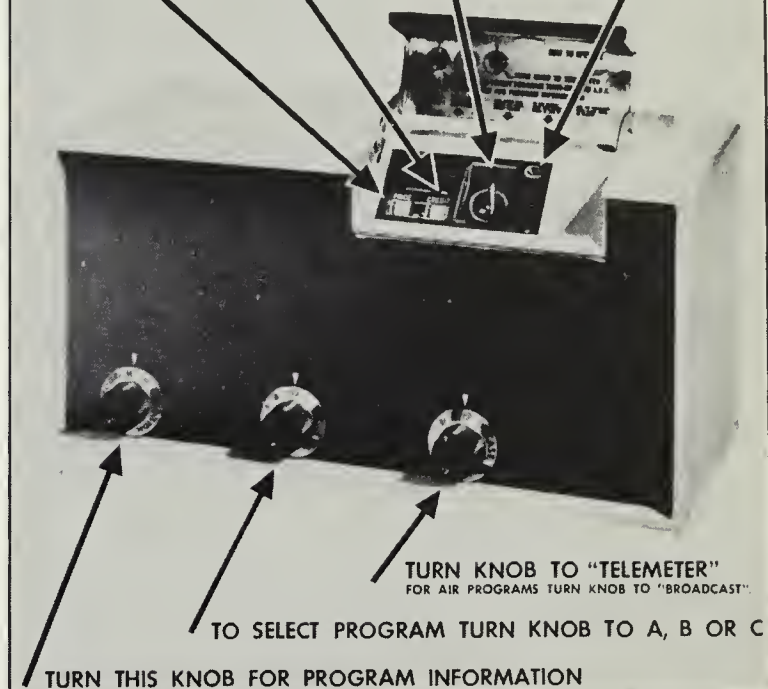
HOW TO OPERATE TELEMETER

PRICE OF EACH PROGRAM IS SHOWN HERE

CREDIT WINDOW WILL INDICATE OVER PAYMENT

CASH CHUTE WILL ACCEPT ALL COINS EXCEPT PENNIES

TO USE CREDIT PUSH THE BUTTON WHEN BUYING SHOW



This mechanism is destined to be almost as well known as the telephone -- and just as communicative. It is the telemeter control box, and the information displayed with the illustration tells of its many functions.

TORONTO - Continuing newspaper prominence being given to Telemeter in this Canadian city where Pay-TV is being pioneered, is shown by this feature article in the Globe and Mail (Canada's biggest morning newspaper), issue of January 29th last.

Admitting he was a few pounds overweight, Yogi said he was looking forward to the game. "I don't slump like we did last year," he added.

In West Toronto Only Leafs' Sunday Games On Pay-TV Screens

The Maple Leafs through the medium of pay television, soon will be skating into hundreds of West Toronto district homes each Sunday night.

Larry Ebiszuzaki Cracks Record In Breaststroke

Central Tech's Larry Ebiszuzaki became the first swimmer to unofficially beat the Toronto Secondary Schools Athletic Association senior 100-yard breaststroke record within a week.

England's Side Makes Recovery

1-Montreal
2-Detroit
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100-Montreal

USE LEAFS TO TEST PAY TV OPERATION

Many Questions Still Unanswered Such as Fees, How Many Homes?

Many questions remain to be answered regarding the new pay television system. How many homes will be able to receive the service? What will the fees be? How many homes will be able to receive the service? What will the fees be?



Excerpt from Perlberg and Seaton's publication known as "The Chronicle";

Running over the list of players we've signed to date for "The Counterfeit Traitor," it occurred to us that the man who prepares our credits for the screen has his work cut out for him. In this huge international cast, we'll have such names as Ejner Federspiel and Preben Neergaard, who are Danish actors; Elizabeth Flickenschild, and Helo Gutschwager, of Germany. The title-makers are fond of names like Tab Hunter for good reason. As a matter of fact, try and find a shorter name than Bob Hope.



Clint (Steve Forrest) finally convinces Heller (Sophia Loren) that he has won her fair and square in a game of draw poker. This is a highspot in "Heller In Pink Tights."

BRANCH NEWS (Continued from 18)

Row having been associated with Universal for several years.

Hunting season is over and for the most part was not very fruitful for those who enjoy this sport, with one exception. Walter Mock bagged a deer on the last day of the season which tipped the scales at a very healthy 140 pounds. Walter is justly proud of this as any of us would be; however, fishing season is approaching and since there are more enthusiasts in this sport, we expect a great deal of success from those of us who take part in our fishing trips which are few and far between.

A new bowling league has been formed on Film Row and from all reports is turning out to be very successful.

Our Branch Manager, Fred Mathis, has just returned from a meeting in Atlanta and it seems has returned with a flu bug as he has been under the weather for about five days. Accord-

"Autobiography" of Cecil B. DeMille Gains Continued High Praise.

Newest of the film industry publications to bestow highest praise on "The Autobiography of Cecil B. DeMille" is Boxoffice. The book is reviewed in depth by Velma West Sykes in the issue of January 18th.

Among other things, Mrs. Sykes says: "This is not only a word self-portrait of a pioneer supershowman and motion picture producer but of the development of the industry, so should be of interest to all branches of the trade... Tributes to the actors and actresses with whom he worked and to members of his staff, some of whom were with him for 20 years or more, reveal his appreciation of dedication to one's task. There are no diatribes against any of them..."

In concluding her review, Mrs. Sykes gave prominence to Mr. DeMille's abhorrence of the word "exploitation," which has become so widely used a term in this industry. As Mr. DeMille himself expresses his feelings in the book: "I do not want to have to answer to Moses for 'exploiting' The Ten Commandments!"

The Saturday Review, an American critical publication noted for barbed words and devastating phrases, looked upon "A Touch Of Larceny" with marked approval. Here are critical excerpts:

"A Touch of Larceny" is an Anglo-American comedy that manages neatly to blend the best of both worlds - the smooth, silky sheen of Hollywood, and the polished, irreverent wit of some of the English imports....It is all done with great good humor but, praise be, not without malice. Sprightly progressive jazz, the work of Philip Green, sustains the film's gay, sophisticated tone.

ing to Fred, several people in Atlanta were sick with the same virus. We, of course, are wishing Fred a speedy recovery.

We continue to push our plans for the upcoming saturation of "Jack the Ripper," which we believe will be a tremendous success in our area.

We have set up a sneak preview for the new Jerry Lewis picture "Visit to a Small Planet" and as always expect the greatest from Jerry Lewis.

--Herman Allen

CHARLOTTE Word of mouth is still the best advertising....Did you launch into the New Year with the resolution to do more to help our industry which still offers the best in mass entertainment?....Are you talking daily to your friends and relatives about our current releases and the big ones coming soon? How long has it been since you attended a movie and told others about it?

My son, who until recently was a patient in an army hospital in Germany, heard about "Jack the Ripper" from my letters. The patients in his ward heard about it from him. In the coffee shop, library and PX they heard about it. As the patients were dismissed and returned to their bases or to the States, as my son was, I feel my small part of advertising covered a large area.

We in Charlotte are looking forward with great enthusiasm for big business with this much publicized picture.

Former office manager, Weber Howell, now in the Atlanta Branch, visited us during the holidays.

We welcome Bobby Lynch, booker, who joined the Paramount family December 28th. He is married to the former Adelma Jane Morrison and they have one son and one daughter.

Our pretty blonde clerk in the booking department, Ruth Kirk Brown, was married at Sharon Presbyterian Church to Charles W. Kinamon, Jr. in a formal ceremony with a reception following the wedding in the church social hall. Our best wishes to the happy couple.

We are looking forward to reading the autobiography of the late Cecil B. DeMille. We read with interest a message of thanks from him as delivered by his daughter, Cecilia DeMille Harper, in Paramount World.

Barney Slaughter, salesman, celebrated his birthday along with one of his exhibitors, Sal Aragona, of Jacksonville, North Carolina. Barney and Sal were born on the same day of the same year.

--Mildred Hoover

BOSTON There have been some changes in Boston Branch personnel. Additions: "Dick" (Continued on Page 38)



This gesture by Jerry Lewis in "Visit To A Small Planet" is going to become very popular the world over. When Jerry as the man from outer space who visits the 'Small Planet' (our Earth) does a tweak of the right ear, and wrinkles his nose, things really start to happen. Just you wait and see!



SINGAPORE - Cathay's own publicity department produced this 24-sheet poster for the Jerry Lewis comedy. The Chinese words say "A Happy and Prosperous New Year." It was just that time of year in Singapore.

A searing story of five women whose boundless love made them outcasts, but whose same love later held a hundred men in check and turned them from beasts in the forest into fighting patriots who won a great victory over powerful forces of the enemy.....that's



SILVANA MANGANO, Leader of Women



BARBARA BEL GEDDES, Partisan Hellcat

J O V A N K A

AND THE
OTHERS



BARBARA BEL GEDDES, SILVANA MANGANO,
CARLA GRAVINA, JEANNE MOREAU, VERA MILES
-- five women against a world of men.



Stripped of honor,
decency, the love
and respect of
friends - the last
indignity was loss
of their hair.....
So they learned to
fight man's battles
with man's weapons.



....It took mighty courage to make this picture. But it is a picture of courage itself. Produced brilliantly by Dino DeLaurentiis. Dynamically directed by Martin Ritt. And played glowingly by Van Heflin, Silvana Mangano, Vera Miles, Barbara Bel Geddes, Jeanne Moreau, Richard Basehart, Harry Guardino, Carla Gravina, Alex Nicol, Steve Forrest.

PAT BOONE

with a New Release

"(WELCOME)
NEW LOVERS"

"WORDS"

#16048
(Stereo #S-220)

PAT BOONE IS CURRENTLY STARRING
IN THE 20th CENTURY FOX SMASH HIT
"JOURNEY TO THE CENTER OF THE EARTH"

THE NATION'S BEST

SELLING RECORDS

Importance of Dot's Pat Boone in the record world is attested to by this 2-page advertisement in the February 6 issue of Cash Box magazine - the 'voice' of the recording industry.

(And speaking of Pat Boone, we were watching Ed Sullivan's telecasting of Japan's Takarazuka group of peerless artists the other evening, and when Ed asked the young ladies who was their favorite record star, more hands went up for Pat Boone than for any other singer).

We have a very fine story of how Pat Boone makes his Dot Records, written on the spot during an actual recording. Watch for it in next month's issue.

DOT IS MAKING BOTH MUSICAL AND FINANCIAL RECORDS

We present below, without any editorial comment, news as printed in The New York Times concerning a wholly-owned division of Paramount Pictures --- Dot Records!



D O T -ingsThe designation of February as "Monaural Month" on Dot followed the outstanding success of January as "Stereo Month." Both promotions have featured Dot's top stars -- Pat Boone, Billy Vaughn, Louis Prima and Keely Smith, Lawrence Welk, Gale Storm, Bob Crosby and Dodie Stevens.....The last mentioned young lady was selected by the Temple City (Calif.) Chamber of Commerce to crown the King and Queen of the city's annual Camelia festival on February 19th.... Very heavy sales are being registered by Debbie Reynolds' Dot-hit, "Am I That Easy to Forget." And wherever disc jockeys as Debbie about this and her other Dot numbers, she makes a point of mentioning her two Paramount Perlberg-Seaton films, "The Rat Race" and "The Pleasure of His Company".....Lawrence Welk, whose "Lawrence Welk Month" was one of Dot's most successful promotions in years, is set to record an extra 18 LPs during 1960, all of them featuring his Champagne Music Makers.....Dot has recently produced and introduced a number of novelty albums, including one taken from the weekly CBS television panel show, "What's My Line?" Album features the same cast as the television show.

MELBOURNE, Australia - The Dot Records sound-track album as distributed in Australia by E.M.I.Pty.Ltd. is the one produced in England by London Records. The above lobby photo shows how the Barclay Theatre, presenting "The Five Pennies," gave an assist to this distribution.



THE NEW YORK TIMES,
FEBRUARY 3, 1960.

DOT RECORDS' SALES SOARED 20% IN 1959

HOLLYWOOD, Calif., Feb. 2 (UPI)—Dot Records, Inc., today announced a gross of \$8,294,000 for 1959, a gain of 8,640 per cent since 1950, when the first year's gross sales amounted to \$95,859. The new record volume topped that set in 1958 of \$7,050,687 by nearly 20 per cent.

Randy Wood launched Dot Records as "a hobby" in 1950. During 1951 sales leaped 178 per cent to \$264,950. Today Dot has thirty-five distributors, including five owned and operated by the company itself.

In 1957, Dot Records became

YE OLDE
SHIPPE'S LOG

MANNED BY



This is reproduction of a massive postcard sent by Louis Prima and Keely Smith - Dot duo - from Wilbur Clark's Desert Inn at Las Vegas, Nevada.

Louis and Keely have some new Dot recordings which are sizzling successes.

a wholly owned subsidiary of Paramount Pictures Corporation, with Randy Wood retaining his presidency. During 1959, Dot Records' foreign gross increased \$100,000.



Connie Haines, former featured singer with the Tommy Dorsey orchestra, has waxed her first tunes since returning to the Dot label. (She has been ill for almost three years from complications during the birth of her son.)

New tunes are "On The Corner," "Search For A Song" and "Old Man Mose." Singer, now under contract to Dot Records, next works on a complete album of tunes she made popular while singing with the late Tommy Dorsey.

O B I T U A R Y

Matthew Schroeder

A fine human being, a dedicated Paramounteer and a wonderful co-worker passed from our midst with the death, on February 13th, of Matthew Schroeder. His more than thirty years of Paramount service began when he came to the theatre department of the company from the renowned accounting firm of Price Waterhouse. His comprehensive knowledge of figure analysis served the company in theatres, in production (both in the studio and with Martin & Lewis's York Corporation), and culminated with his post as sales analyst to Vice-president George Weltner in New York, a post he has held for the past several years. It was while in this capacity that he was stricken with the illness which resulted in his death.

'Matt' Schroeder left a worrowing wife, a daughter, and a company-wide legion of friends in whose hearts his memory, as a gentleman and an honored worker, remains secure.



AMSTERDAM, Holland - On Page 26 we show an example of the wonderful showmanship demonstrated by the department store of Vroom and Dreesmann in Utrecht. Here above is a window in the main V & D department store in Amsterdam. This display is in the window of the record corner of the store. In the centre is a frame of 8 colored scenes from the picture, and all are illuminated from the rear. Manager K. F.J. Wijsmuller called the display "Very beautiful!" and was of course delighted at the way in which the giant store had cooperated so completely in the film's campaign of showmanship.

CHARLOTTE This morning we screened "Jack the Ripper" and the buyers and bookers who saw the picture sat on the edges of their chairs throughout the entire picture. With the tremendous one million dollar advertising campaign that Joe Levine is going to put behind the picture, we are looking forward to outstanding grosses in the Charlotte territory.

"Samson and Delilah" continues to roll up grosses that are comparable to those run up by "Li'l Abner", so our Charlotte exhibitors are wearing smiles.

This Thursday, we are sneaking "Visit to a Small Planet", which the reviews say is the best Jerry Lewis picture yet. With the saturation on "The Greatest Show on Earth" coming up along with the next release of "The Ten Commandments," it looks like the 'green stuff' will be rolling in, in the very near future.

The entire office personnel continues to concentrate on short subject playdates as we intend to better our 1959 delivery.

--B. A. Slaughter, Jr.

Paramount World

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CIAMPINO AIRPORT, ROME - Red Nichols, at right, the jazz classicist of the 1920's whose real-life story inspired Danny Kaye's "The Five Pennies," is at the present time on an official U.S. State Department tour of the Orient. His band unit of six is known as "Red Nichols and His Five Pennies." Here at the Rome stop he is giving Angelo Nizza of La Stampa, Turin daily newspaper, (at left) and Paramount publicity director Vieri Niccoli, each a red nickel and five pennies - symbols of his goodwill tour.

There are several ways to apportion the family income, all of them unsatisfactory.
Robert Benchley



BARCELONA - The people standing before a newspaper stand are looking at a display of children's album stamps published by Editorial Bruguera of Spain as part of the national showmanship campaign for "The Ten Commandments." Stamps depict scenes from the mighty Cecil B. DeMille film.

The great American motto - Life, Liberty and the Happiness of Pursuit.



CHICAGO - Some of the exhibition and distribution notables at the showmanship meeting on "Samson and Delilah" conducted by Joe Friedman, Paramount director of exploitation. Shown from l. to r.: Al Raymer of H. Schoenstadt and Sons Circuit; Paramount branch manager Bob Allen; Alex Manta; Sam Coston, Indiana-Illinois Theatres; and Joseph Friedman.



TWO STUNNING SCENES from the James Clavell-Paramount production, "Walk Like a Dragon." AT TOP: Nobu McCarthy is the Chinese slave girl put up for sale, with Jerardo De Cordover as the auctioneer. LEFT: Noted popular singer Mel Torme, now an actor, is a gunman giving shooting lessons to James Shigeta, one of the film's co-stars with an aim to kill.





Jerry Lewis as the 'Man From Outer Space,' and Barbara Lawson as the 'beatnik dancer' who doesn't give a hoot where the man is from (because she's out of this world anyhow), give a really unforgettable performance of 'beatnik' dancing in "Visit To A Small Planet," Hal Wallis' frolicksome comedy.

High heels were invented by a woman who had been kissed on the forehead.

Christopher Morley



CAIRO, Egypt - "Sign of the Cross," another of the all-time-great Cecil B. DeMille productions, is still a mighty attraction in this part of the world - as this front of the Cinema Opera indicates.

"Next - Miss America!"

Last month we pictured Ruth Shurnas, attractive Paramounteer of St. Louis, winning the award of "Miss Film Row" at the Missouri-Illinois Theatre Owners Convention. Ruth also won a trip to Las Vegas, and Paramount awarded her a week's vacation with pay. Her note of thanks to Vice-president Sidney G. Deneau read:

"Just a little note to thank you and Paramount most sincerely for having authorized my trip to Las Vegas. It was wonderful!"

"The honor bestowed upon me by the Missouri-Illinois Theatre Owners as 'Miss Film Row' was very memorable, and I am very grateful to Paramount for having received a week's vacation with pay. Didn't think it could ever happen to me.....Many thanks, again!"

Mr. Deneau hand wrote across the memo --- "Dear Ruth: Next stop - Miss America! Best wishes."

(CONTINUED FROM Page 34)

Dickerson in Booking, and Ellen Bowes in Collections. Changes: Margaret Finnimore from Collection department to Branch Manager's secretary and Kay Williams, switchboard operator, resigned.

On her last day in the office, the employees got together and had a little party for Kay at the end of the day. She was presented with a gift and a purse for her very faithful service.

Mr. John G. Moore, our Division Manager, who had his office in Philadelphia, has moved his office here. We are happy to welcome him back to Boston.

We have also had some physical changes - mainly an installation of a new 'phone system' of the push-button variety which is certainly keeping everyone on their toes.

Now for some comings and goings. Itta Glazin of the Booking Department spent a two-week vacation in New York City visiting friends

"Chance Meeting" Has That Box-Office Touch..

"Chance Meeting," Paramount's suspense-thriller co-starring Hardy Kruger and Micheline Presle, shown at right, has hit solidly with the film trade press. The Film Daily called it "Slick, Smooth and Sophisticated Murder Mystery. Rates Very Well. Good Popular Appeal. Fine Acting." Then

Motion Picture Daily said: "Nobody makes a thriller like the British. They know better than anyone else how to imagine an off-beat plot situation, steeped in mystery and suspense; how to draw characters that are odd-ball but real; how to introduce twists that seem to make sense even when they don't. They also know how to keep the action moving briskly without giving the audience a chance to catch its breath. These qualities are all evident again in 'Chance Meeting.' To the familiar attributes, moreover, something new has been added here. That is a singularly frank treatment of Sex....."



Oleg Popov, the world famous Russian clown whose specialty on the high wire won him a gold medal at the International Circus Festival in Warsaw, will be introduced to American audiences in "Circus Stars," Paramount release in color and wide-screen.

Vladimir Durov and his trained animals, Alexander Serzh and his horses, aerialist Vladimir Deveiko, jugglers Alexander and Violette Kiss and many other circus acts are featured in the Russian-made film, being distributed in the United States of America by Paramount Pictures pursuant to the U.S.-Soviet exchange agreement.

and seeing as many shows as possible. Gilbert Norton (our legal advisor) just completed a month of jury duty in the Suffolk Superior Court. Jack McCarthy, head shipper, has been in sunny Florida for the past two weeks and we expect him to come back with a much redder face than before he went. Margaret Cleary, head inspectress, will leave shortly for her annual vacation in Florida. "Peg" Sheehan spent her vacation recently in sunny California.

Now to the business end. The motion picture business in Boston and surrounding territory has been on a steady rise and Paramount representatives are making sure to get their share of dates and money available.

We are now in the midst of a gigantic campaign on "Jack the Ripper" and are assured of outstanding performance in this area. However, we have not just concentrated on the above, bookers and salesmen alike are setting many dates on Paramount's outstanding lineup of re-issue and repeat features such as "O. K. Corral", "Houseboat" and others too numerous to mention. Also, during the holiday period of 2/19 - 27, numerous Kiddie shows have been set with an outstanding number of cartoons being booked by local exhibitors which means extra revenue for Paramount.

The Paramount family here in Boston are now setting their sights on the future. The lineup of first-rate attractions to come is overwhelming and the enthusiasm we have for the future is a sign of good things for all concerned.

--Clyde Dickerson



At left is Eva Dahlbeck, who is one of Sweden's top contributions to the international cast of Perlberg-Seaton's "The Counterfeit Traitor." William Holden and Lilli Palmer are the other starsHardy Kruger, starring with Micheline Presle in "Chance Meeting," spends his spare time in his speedboat, water-skiing or flying his private plane....Alfred Hitchcock will personally star in and narrate a special theatre trailer for "Psycho." Trailer will show Hitchcock visiting the key sets of the Para-



Debbie Reynolds and Tony Curtis team in most endearing fashion in the Perlberg-Seaton production, "The Rat Race." The comedy-drama's setting is New York City, and the settings really are authentic.

PARAMOUNT TICKER ALIVE WITH TOP-INTEREST NEWS

mount release. This is the first time that Mr. Hitchcock has ever made such a trailer.....Janet Thomas, daughter of TV,

film and night-club star Danny Thomas, plays one of Debbie Reynolds' bridesmaids in the Perlberg and Seaton production of "The Pleasure of His Company".....Van Heflin is back in Hollywood after having made two large-scale film appearances for Dino De Laurentiis and Paramount. These are "Jovanka and the Others" and "Under Ten Flags".....During the making of "The Pleasure of His Company," grass seeded for a formal garden set in the picture grew so rapidly under the arc lights that it had to be mown frequently.....Paul Reichhardt, outstanding film actor in Denmark, has one of the top roles in the upcoming Perlberg-Seaton production, "The Counterfeit Traitor." This adds still another nationality to the already formidable international cast of this William Holden-Lilli Palmer adventure film.....Donald Barry, at one time a top Western star, has an important role in the James Clavell-Paramount production, "Walk Like A Dragon".....Norman Taurog, hitherto known only as a director, will become a producer-director when he takes over the making of "The Slender Thread" later on this year. However, prior to this assignment, Taurog will direct Hal Wallis' "G. I. Blues", starring Elvis Presley in his first picture following the completion of his Army service this spring. Taurog recently completed directing Wallis' "Visit To A Small Planet," starring Jerry Lewis.....Lewis in the meantime is actively producing "The Bellhop" on location in Florida, and is also slated to later make a comedy called "Ladies Man," from his own story and script, directing the picture himself as well...."The Big Boston Robbery" will be Bryan Foy's first production for Paramount release under a contract signed recently. The producer will make three pictures for the studio during 1960, and is already well along on his first project, according to a recent announcement, with cast details to

be announced shortly.....Last month, George Seaton and William Perlberg celebrated their 20th anniversary as a working team. This year we are certainly going to get some fine box-office fruits of this collaboration -- "The Rat Race," "The Pleasure of His Company," "The Counterfeit Traitor" being but three that we already can count on.....Cecil Parker, one of the most likeable and outstanding performers in British films, has a most important role in "Under Ten Flags"....The stills from Alfred Hitchcock's "Psycho," which you will have found on another page, are of the only type that "Hitch" will release in advance of the completion of any of his pictures. In other words, they tell you who is in the picture, and what they look like, but not what they do. This is part of his "top secret" policy to keep the nature of the film a complete secret. Incidentally, Lurene Tuttle and John MacIntire have joined the cast, which has Anthony Perkins, Vera Miles, John Gavin and Janet Leigh as the stars.....The appearance of Charlie Ruggles in "The Pleasure of His Company" marks the first time that Charlie has appeared on the Paramount lot since he was in "Incendiary Blonde" in 1944.

"The Chronicle," A P-S Publication.

Mighty good reading every issue is "The Chronicle," a Perlberg-Seaton publication produced by the Perlberg-Seaton organization every time they have some good news to retail - which is all the time.

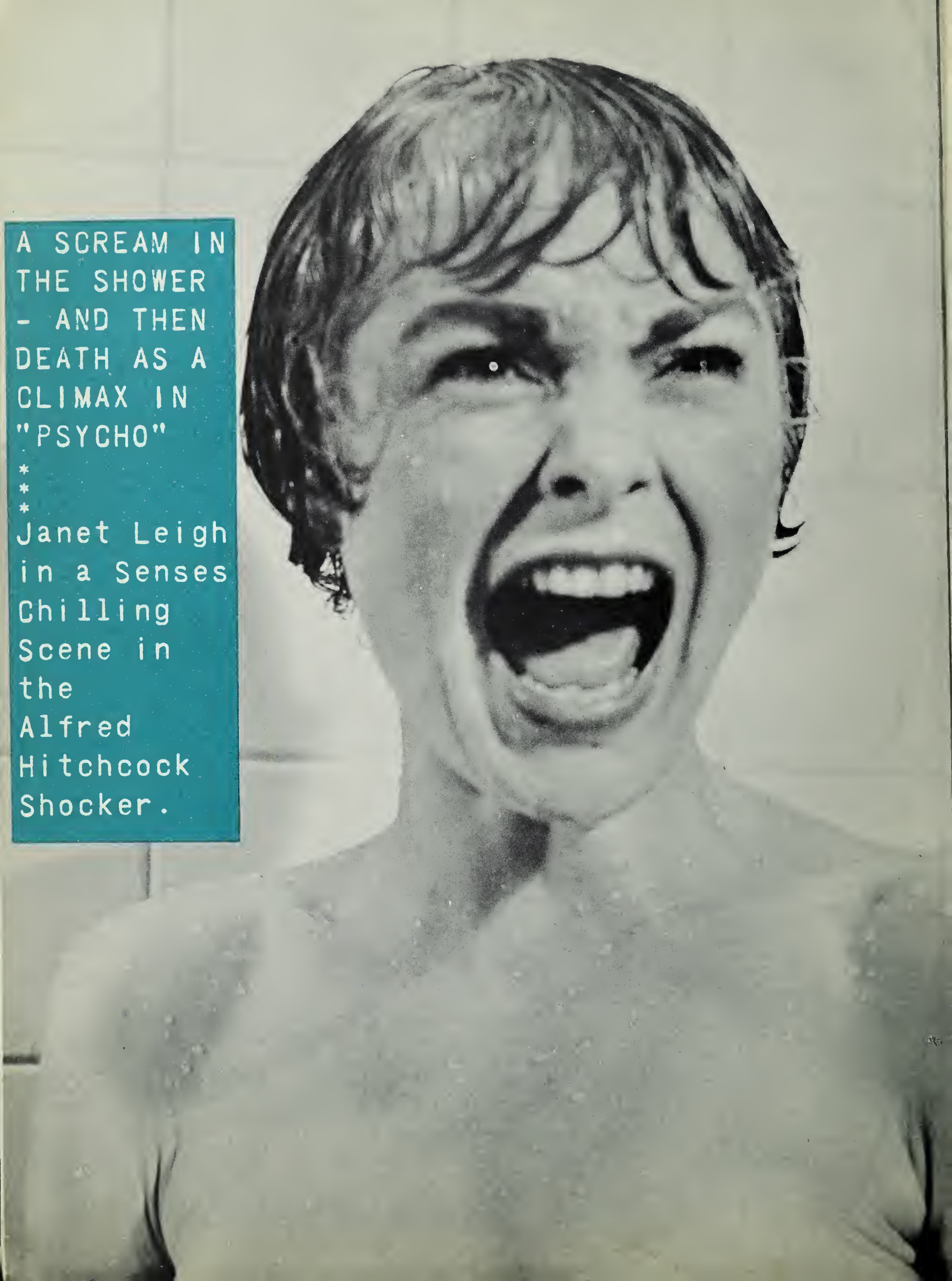
Current issue - Vol.4, No.2 - goes into detail concerning the tribulations connected with making "The Pleasure of His Company" while beset with a flu epidemic and a batch of strike threats.

However, humor and a spirit of gaiety permeate the gay little sheet, which most of you receive direct, anyhow -- so you know already why such good pictures are always to be found under the Perlberg-Seaton imprint.

A SCREAM IN
THE SHOWER
- AND THEN
DEATH AS A
CLIMAX IN
"PSYCHO"

*
*
*

Janet Leigh
in a Senses
Chilling
Scene in
the
Alfred
Hitchcock
Shocker.



11.7 July 1965

PARAMOUNT'S POWER-FILLED SUMMER OF ENTERTAINMENT!

A
MOTION
PICTURE
THAT
HAS
EVERYTHING
FOR
EVERYBODY.

**IN HARM'S
WAY**
AN OTTO PREMINGER FILM

For
Women—
LOVE
AND
INTRIGUE



For
Their Men—
GUTS
AND
ADVENTURE



For Everybody—

JOHN WAYNE
KIRK DOUGLAS
PATRICIA NEAL
TOM TRYON
PAULA PRENTISS
BRANDON de WILDE
JILL HAWORTH
DANA ANDREWS
& HENRY FONDA



For Young
Adults—
ACTION
AND
FUN



STANLEY HOLLOWAY · BURGESS MEREDITH · FRANCHOT TONE · PATRICK O'NEAL · CARROLL O'CONNOR · SLIM PICKENS · JAMES MITCHUM · GEORGE KENNEDY · BRUCE CABOT · BARBARA BOUCHET
SCREENPLAY BY WENDELL MAYES · BASED ON THE NOVEL BY JAMES BASSETT · MUSIC BY JERRY GOLOSMITH · PRODUCTION DESIGNER BY LYLE WHEELER · PHOTOGRAPHED IN PANAVISION™ BY LOYAL GRIGGS · A PARAMOUNT RELEASE
PRODUCED AND DIRECTED BY OTTO PREMINGER

STARTS
TODAY
AT THESE
THEATRES!

MANHATTAN
RKO PALACE
BEACON 72nd Street
RKO COLISEUM
RKO 86th STREET
ESSEX
RKO 58th STREET
LYRIC 42nd Street
RIVIERA
✓ROOSEVELT—
145th Street
QUEENS
RKO ALDEN,
Jamaica
✓BLISS, L.I.C.
BOULEVARD,
Jackson Heights

*COLONY,
Jackson Heights
QUEENS
Queens Village
✓DRAKE, Rego Park
RKO KEITHS,
Flushing
RKO KEITHS,
Richmond Hill
✓LITTLE NECK
✓MASPETH
✓PARK,
New Hyde Park
STRAND, Astoria
RKO STRAND,
Far Rockaway

BRONX
✓**ALLERTON
✓**ART, Jerome Ave.
*BAINBRIDGE
RKO CASTLE HILL
**DALE
✓DELUXE
RKO FORDHAM
✓FRANKLIN
✓GLOBE
INTERBORO
✓MELBA
RKO ROYAL
*WAKEFIELD
✓**WHITESTONE D. I.
BROOKLYN
RKO ALBEE
✓BILTMORE
RKO BUSHWICK
✓CANARSIE
✓CARLTON
✓CARROLL
✓COMMODORE
RKO DYKER
✓EMBASSY
RKO GREENPOINT
✓KAMEO
RKO KENMORE
RKO MADISON
MAYFAIR
NOSTRAND
RKO PROSPECT
✓REGENT
SUTTER
TILYON
WALKER

UPSTATE
*BEACON
*CENTRAL,
Pearl River
*COLONIAL,
Poughkeepsie
**FISHKILL D. I.
*HOLLOWBROOK D. I.
Peekskill
*LIBERTY
*MDNRDE
✓9 W. DRIVE-IN,
Kingston
NYACK DRIVE-IN
OVERLOOK DRIVE-IN,
Poughkeepsie
*RIALTO,
Monticello
*RITZ, Newburgh
✓RITZ, White Lake
*SHADOWLAND,
Ellenville
*SPRING VALLEY
✓STARLITE
DRIVE-IN, Croton
TRIANGLE, (Fri.)
Yorktown Heights
*WARWICK DRIVE-IN
WESTCHESTER
ELMSFORD D. I.
RKO KEITHS,
White Plains
RKO PROCTORS,
Mt. Vernon

RKO PROCTORS,
New Rochelle
RKO PROCTORS,
Yonkers
LONG ISLAND
ALLWEATHER D. I.
Copague
ALL WEATHER D. I.
Nesconset
✓BAYSHORE
*BELAIRE,
Valley Stream
*FARMINGDALE
*HEMPSTEAD
✓LAUREL,
Long Beach
✓MASSAPEQUA D. I.
*MERRICK
✓MORTON VILLAGE,
Plainview
110 DRIVE-IN,
Melville
✓PATCHOGUE
*ROSLYN
✓**SUNRISE DRIVE-IN,
Valley Stream
*WHITMAN,
Huntington
STATEN ISLAND
*PARAMOUNT,
Stapleton

NEW JERSEY
BAKER, Dover
✓BARN, Frenchtown
✓BELVIDERE
*BLUE STAR
Watching
N. BRUNSWICK D. I.
Brunswick
CINEMA,
Menlo Park
CINEMA 10,
Succasunna
*COMMUNITY,
Eatontown
*COMMUNITY,
Morristown
EATONTOWN D. I.
*ENGLEWOOD
*FREEHOLD
*GARDEN AUTO D. I.
Ledgebrook
*HUNTERDON,
Flemington
INTERSTATE,
Ramsey

✓*LORRAINE, Bayhead
LAURELTON
MOTORVUE D. I.
LIBERTY, Plainfield
LINWOOD, Fort Lee
**LOEW'S 35 D. I.
Hazel
*MADISON CINEMA,
Sayerville
*MAJESTIC,
Perth Amboy
MAYFAIR, Asbury Park
MONTAUK, Passaic
*NEWTON
ORITANI, Hackensack
✓PALACE, Bradley Beach
PALACE, Netcong
PARAMUS D. I.
RKO PROCTORS,
Newark
*ROYAL, Perth Amboy
✓SPARTA
STATE, Boonton
STATE, Jersey City

*RKO STATE,
New Brunswick
STRAND, Lakewood
*STRAND, (Fri.)
Seaside Park
S-3 DRIVE-IN,
Rutherford
✓TDM'S RIVER D. I.
*TOWN, Middletown
TROY HILLS D. I.
Parsippany
UNION DRIVE IN
U.S., Paterson
WARNER,
Ridgewood
*WASHINGTON
WOODBIDGE D. I.
*Single Feature
**Another 2nd Feature
✓Starts July 14

Otto Preminger's
ace action film
has so much mass
magnetism where
moviegoers are con-
cerned, it's even
getting money from
numismatists...and
when they cough up
coins, the picture
has got to be good
...and "In Harm's
Way" is!

This advertisement and
several others like it
appeared in the New York
press during the first two
weeks of July. *****



TO A GREAT MAN

PARIS - Entrance to Elysees Cinema during the showing of the USIA film based on the life, the achievements and the passing of the late John F. Kennedy, President of the United States. The official government film (with its English and French titles shown above the theatre entrance) is being distributed by Paramount in France.

A summation of "Harlow" by London's Daily Cinema following the trade press showing of the film:

"Outstanding boxoffice proposition for popular halls...With its saturation publicity, intriguing theme and showmanship production values, it's undoubtedly another pre-sold boxoffice winner for Joe Levine." (....and Paramount, of course!).

The Cover.....

We offer as our cover piece this month a slab of evidence which says, in effect, that "In Harm's Way" is just what the picturegoing public wants.

First enunciated by a great showman in the years gone past, and brought to reality again by a great showman of today - Otto Preminger - the policy of providing the public with what it wants is producing whoops of joy to exhibitors and Paramount alike via "In Harm's Way."

Paramount World

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Vol. 11, No. 7 July, 1965 ALBERT DEANE, Editor

The Complexion of Paramount

The complexion of Paramount is glowing and glorious!

Having been fed a year's balanced diet of practical, profitable, audience-appealing films, the Paramount organization, world-wide, is a big, bouncing, healthy human-being entity.

One of the most happily infectious things in life today is a radiant complexion, and Paramounteers have it here, there and everywhere. The best thing about it, in our case, is that it appears to be permanent, or as nearly permanent as anything can be in this day and age.

The balanced diet that we have absorbed in just one year's June-to-June has had for its highly energized ingredients nothing less than "Becket," "Roustabout," "The Disorderly Orderly," "The Amorous Adventures of Moll Flanders," "In Harm's Way," "The Family Jewels," "The Sons of Katie Elder," "Girls On The Beach," "Black Spurs," "Harlow" and that whizz of a wire about "Boeing-Boeing," signed by Charles Boasberg, on Page 32. There have been many other vitamins and calories as well -- but who can remember a period when we had so many electrifying entertainment toppers as those just named?

Small wonder, then, that the Paramount constitution is so robust, so perked up, so busting-out with enthusiasm for what we have, and so eager and expectant for what our president promises us is ahead.

Complexions stay radiant because one's corpuscles are healthy - and those of Paramount are just that!

Our circulation is cascading and our energies are ready.

Let's use them to the full!

The aces-high product is entitled to them!



On Page 36 we have sought to bring you as up to date as possible on the new Paramount product - completed, filming, and definitely scheduled to go into work in the immediate future.

Mr. Weltner Went to London.....

On the morning of June 14th, President George Weltner flew from New York to London on one of his frequent business trips abroad. By the evening of June 18th he was back in New York. Many important matters of business took him to London, but specifically he went to view three top Paramount releases which have been filmed abroad, and which have been edited in the British capital. These three are "The Spy Who Came In From The Cold," "Judith" and "Promise Her Anything." A précis of Mr. Weltner's reaction to each of these pictures is given below.

"THE SPY WHO CAME IN FROM THE COLD"



I sincerely believe that this is one of the most pulse-gripping films the screen has ever known. We thought we were seeing two edited reels, but discovered that we had seen six reels. Such is the time-tested tribute to any film's magnetism.....Richard Burton should garner every acting prize in sight, and Claire Bloom is likewise magnificent. Martin Ritt as producer-director has come up with a thriller which may well be the topper of his entire directorial career. He has far, far out-Hudded "Hud."Truly a film for Paramount, and the industry, to be proud of. And of course it possesses a gigantic revenue potential in addition to being tops entertainment-wise.



"J U D I T H"

Production greatness, and especially the editing know-how of cutter Peter Taylor, have given "Judith" a tension-tautness and tingling thrill which provide Sophia Loren with a dramatic zenith in her glamorous career. The picture has bigness, boldness and bravery. It has action and suspense. It has priceless timeliness. But above all else it is a motion picture in the truest entertainment sense, and a fitting framework for the talents of a truly great star - Sophia Loren.



"PROMISE HER ANYTHING"

A most delightful surprise was Ray Stark's sparkling production of "Promise Her Anything," which introduces a new romantic team that everyone will adore - Warren Beatty and Leslie Caron. Arthur Hiller, one of the most talented new directors, has drawn winning performances from his two stars and from Bob Cummings, Hermione Gingold and Keenan Wynn. Result is a fast-moving kookie and sexy comedy, the type so popular today. I am confident that Ray Stark has delivered a real boxoffice hit.

GLOBAL NEWS OF "IN HARM'S WAY"



SAN FRANCISCO - The five uniformed U.S. sailors are ambulatory cases from active service in South Vietnam, who arrived back by way of Pearl Harbor. They are in the lobby of the St. Francis Theatre, where they are about to see "In Harm's Way." The nurse is Mrs. Agnes Ferguson, Chief of Red Cross Nursing, US Navy Hospital, Pearl Harbor, during World War II. She is now Special Services Chief of Red Cross, Oakland Naval Base. At left is Ted Johnson, assistant manager, St. Francis Theatre. The date: June 10.



SALT LAKE CITY, Utah - Paramount manager Harry Swanson, at left, gets plenty of interest in "In Harm's Way" from the Navy and exhibitors alike. Reading onward from Harry are: Mike Piliaris, city manager of Sero Amusement; Chief Alvin Marks, recruitment officer, local Navy units; Robert W. Selig, president, Fox Inter-Mountain Theatres; Ted Kirkmeier, city mgr., Fox Inter-Mountain.

RIGHT

PENSACOLA, Florida - One of the important stops for Barbara Bouchet on her personal appearance tour for "In Harm's Way" was at the Naval Air Basic Training Command in this city. On her arrival at this "Annapolis of the Air" she was met by Captain R.L. Johns, with whom she is shown at the right. From this welcome, Barbara went to a Navy hosted luncheon at the Mustin Beach Officer's Club, where a lot of the conversation of course covered the making of "In Harm's Way."



COVER OF A PRESSBOOK - A most unusual and striking picture merited a most unusual and striking showmanship manual. Which is precisely what Otto Preminger's "In Harm's Way" got. Enclosed in the 25" by 15"-inch hardboard cover shown above, the very practical manual was a showmanship 'must' for every exhibitor, salesman, field representative or booker receiving it.



"In Harm's Way" is now in general release throughout the U.S. and is proving a magnetic summer attraction in both drive-ins and conventional theatres. The Otto Preminger film opened July 7th in more than 100 theatres in the New York area belonging to the RKO, Skouras, Century, Brandt, Interboro and Walter Reade circuits.

In France, the great action picture enjoyed a particularly successful run of 3 weeks at the Rex, Marseilles, and has

since moved over to the Le Francais, where the run is continuing. Early in September, the picture begins its first-run circuit coverage in Paris, with the Paramount Theatre as the flagship of the engagement.

In London, the run of the picture at the Plaza terminated at the end of 6 weeks, 5 days. Now the regional runs will commence.

In Lebanon, the picture opened day and date at the Empire and Edison Theatres, and after the initial

run at both houses, is continuing at the Edison.

Some of the spots in the U.S. where "In Harm's Way" has registered with shattering impact, are the Uptown Theatre and Highland Drive-In, Salt Lake City; five houses day-and-date in Milwaukee; the Saenger Theatre in New Orleans; three theatres in Portland, Oregon; and the Fox Theatre in Atlanta.

Also, the Fox Theatres in Philadelphia and St. Louis, the celebrated Paramount Theatre, Denver, and the St. Francis Theatre in San Francisco.

AUSTRALIA AND GERMANY TIE FOR FIRST PLACE IN.....



ALAN WARDROPE



Onlooking as Joseph E. Levine personally did the judging. At left: Martin Davis. At right: James E. Perkins and Guenter Schack. (White lines are cords attaching "Carpetbaggers" balloons to individual entries of competing countries).

JOSEPH E. LEVINE'S INTERNATIONAL SHOWMANSHIP CONTEST ON "THE CARPETBAGGERS"



WERNER ROCHAU

After an interval prolonged to allow all competing countries time to submit their entries, the Joseph E. Levine International Showmanship Contest on "The Carpetbaggers" was given full and considered judgment in Paramount Home Office on June 30. Judgment was delivered solely by Mr. Levine himself. It proved a difficult matter, for the evidence, en masse, was magnificent. Judgment finally narrowed to Australia and Germany. Then Mr. Levine decided on the only solution - a tie. So Alan Wardrope and Werner Rochau are both winners, and both will make the journey to New York and Hollywood.



Mr. Levine offers an astute showmanship point to James E. Perkins, at right, and a cogitating Martin Davis, as the showmanship judging continues.

Present during the event in judging, advising, informing and onlooking capacities, were, 1 to r: Edith Talcott, Hy Smith, J. William Piper, Armand Cardea, Albert Deane, Martin Davis, Joseph E. Levine, James E. Perkins, Milton Goldstein, Joseph Friedman and Guenter Schack.



Sign which appeared mysteriously on the 'exit' door when judging on "The Carpetbaggers" was completed. Shown observing it, 1 to r: J. William Piper, Guenter Schack, Martin Davis, James E. Perkins, Joseph E. Levine, Leonard Kaufman.

Home Office's Law Library was completely transformed for the occasion by Hy Smith and Harold Wilson. All law bookshelves covered, every bit of "Carpetbaggers" evidence -- campaign books, posters, photos, clippings, etc. put on display. A magnificent show of the power of Paramount International's showmanship potential.



NEWS FROM THE BRANCHES



RITA HAYWORTH (above) has joined the brilliant cast of "The Oscar," now being filmed at the Paramount studio. She has joined Stephen Boyd, Elke Sommer, Milton Berle and Edie Adams in this dramatic depiction of the turbulent lives of actors and actresses striving for the screen world's most coveted award. Joseph E. Levine is executive producer of the film.



This is producer Ray Stark in repose. Next month we will have a page featuring the amazing show business versatility of this man who has provided wonderful entertainment for tens of millions of film and theatre fans.

Living on a budget is the same as living beyond your means, except you have a record of it.

ST. LOUIS

Recently we had the pleasure of having both Mr. Sands and Mr. Bridge visit our St. Louis office. Mr. Sands visit was entirely too short since he was on such a tight schedule and we hope he will return very shortly. He has many friends in St. Louis as at one time he was a St. Louisian. Mr. Bridge stayed over and spent considerable time with us. He and Mr. Howell visited the buyers of several circuits.

The booking department is picking up the stragglers who have not as yet dated Paramount Week's. If we are not 100% we will be very close to it. Our multiple runs and available pictures have been set up for some time during the summer and we have every anticipation of having one of the best summers money-wise.

- Jerry Bahner

MINNEAPOLIS

Our feathered friends in Minnesota are getting restless. Because of daylight saving time, their sleep is being disturbed by "yard putterers" under the nests in the trees and noisy children that should be in bed at 8 o'clock by the sun. Daylight saving time and the leniency of modern parents are not "for the birds."

We had a visit from Harold Schneider of NBA the first week in June. Nice to see you again, Harold.

Ernie Lund, booker, just returned from a vacation in Dallas, New Orleans, and St. Louis. Poor Ernie. It's all over now for another year.

"The Family Jewels" is opening multiple in Minneapolis June 16. This is our first experience with a first run multiple on a top picture, and we're looking forward to a record setting result. So with that happy note.....

- Bonnie Lynch

Miss Lynch's notes from Minneapolis arrived just too late to make the June number. We were running a little early anyhow. But we are glad to have her as a contributor; and also to report that the multiple run of "The Family Jewels" was a rousing success.

NEW ORLEANS

With Paramount Weeks fast approaching, the New Orleans office is buzzing with enthusiasm as all zones must be booked 100%



DALLAS - Attending the special advertising-merchandising session for "Harlow" on June 21st were, at left, Jay Rubin and Sam Chernoff, owners, Co-Ed Drive-In at Denton, Texas; their wives; Joseph E. Levine; William O'Donnell, president, Cinema-Arts Theatres of Texas; and Bernard Brager, Paramount Dallas branch manager.



TORONTO, Ontario - Canadian general manager Mickey Stevenson (seated) is shown instructing Peter Birney, new 16mm representative, in the ramifications of the 16mm program for the Toronto territory.

for these weeks.

"In Harm's Way" is doing exceptionally well at our Saenger Theatre. The sneak Friday night, June 18, at the Saenger on "Harlow" was acclaimed by all who attended as "Real Tops." Comments were that the picture was very well made and the photography beautiful.

The New Orleans branch seems to be hit with a spell of illness. Frances Griffen, stenographer in the booking department, is home recovering from a gall stone operation and we hope to have her back with us shortly. Sylvia Casbergue, wife of booker Clayton Casbergue, also underwent surgery last week and is now on the road to recovery. Jane McDonnell is home ill with asthma. We do hope to have our full force in A-1 shape before too long.

We had quite a few exhibitors from out of town visit us in the past two weeks. It seemed like old times to see so many familiar faces.

The Louisiana-Mississippi Theatre Owners Association had their convention in Biloxi, Mississippi last week and a good time was had by all.

Till next month...

- Anna R. Power

CLEVELAND

PARAMOUNT WEEKS, J. Levine Conference Call, Branch Managers' Meeting in Pittsburgh, a visit from Marshall Katz, Vacations, an engagement and a wedding soon; this is keeping Cleveland Branch on their toes, hurrying and buzzing with excitement and what not.

The Telephone Conference was very interesting, the feeling that all Branches were represented and were listening to the "Harlow" highlights, at one time, was a feeling not to be forgotten too soon.

Bill and Tony, our bookers, are pushing like H E L L to fill in all dates for Paramount Weeks.

Mr. Henderson discussed the meeting in Pittsburgh with us, giving us all the news about new product.

Bea Hart had a week's vacation recently and naturally visited her home town, Pittsburgh, and spent part of one day in the Pittsburgh Branch - where else?

Claudia Astrom, also had a week's vacation and spent some time with her sister in Hiram, Ohio. Her relatives from Nebraska were visiting there also.

Tony Reinman's daughter, Karen, became engaged June 24, and will be married on September

(Continued on Page 18)

SHOWMANSHIP AND
BOX-OFFICE NEWS
ABOUT

"THE SONS OF KATIE ELDER"

"The Sons of Katie Elder," in its opening in Chicago, gave the Roosevelt Theatre its most massive premiere receipts in 10 years. Continuing business was equally massive.



CHICAGO - As part of the showmanship campaign contributing to the great success of the premiere of "The Sons of Katie Elder" at the Roosevelt Theatre, this simulated stagecoach "robbery" in a main thoroughfare of the city received wide coverage from all local newspapers, radio and TV stations and the international wire services.

RONA BARRETT, who writes a nationally syndicated (USA) column called TV Time for the Bell-McClure Syndicate, told Paramount Studio publicity director Bob Goodfried that in the month of June she saw 27 feature pictures and that "The Sons of Katie Elder" tops them all.

Then she proceeded to say in her column:

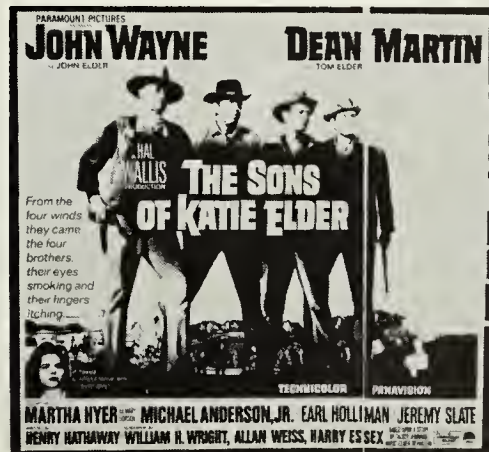
KUDOS...John Wayne is NOT DEAD! Wait till you see him in "Sons of Katie Elder." It's one of his all time best movies, best performances and one of the all-time better Westerns. Dean Martin is a supercalifragilisticexpialodocious. Ditto for Earl Holliman and a special ditto for young Michael Anderson, Jr., who held up magnificently next to the pros. In fact, steals a scene or two. It's also one of Paramount's best bets with an extra special nod to producer Hal Wallis and director Henry Hathaway. It's really the most, if you're large on Westerns. I am.

CHICAGO - Another shot of the "Katie Elder" showmanship. We urge that this type of showmanship be used only with the utmost caution, and proper planning to avoid dangerous misunderstandings.



When it comes to being a 'watchdog' on his productions, Hal Wallis is truly a 'setter' -- he's always on the set. Every foot of film that passes through his cameras catches a scene which has been watched in actuality by Hal. He is a producer in the fullest interpretation of the term. Above, in an interlude, he is (at left), with John Wayne, Martha Hyer and director Henry Hathaway on the set of "The Sons of Katie Elder."

Motion Picture Daily said of the Hal Wallis humdinger --- "Those who like their Westerns rawhide tough will feel right in the saddle with 'The Sons of Katie Elder.' Exciting color photography, strongly etched characters and a rugged plot make this film a big adventure story. Adding greatly to the stature of the film is John Wayne's portrayal of John Elder, oldest of four brothers. The veteran actor is in fine form and gets top support from Dean Martin, Earl Holliman and Michael Anderson, Jr., playing the other sons.....Bringing Wayne and Martin together in one picture is smart box office sense, but also adds tremendous entertainment values...."The Sons of Katie Elder' is solid entertainment for a general market....."



THIS
SUMMER'S
TOWERING
EXCITEMENT
FROM
PARAMOUNT!

In this two-page trade paper advertisement for the mighty Hal Wallis thriller, the keynote is the four sons -- "The Sons of Katie Elder." It can well become the 'trade mark' of the film all around the world.

TULSA, Oklahoma --- "The Sons of Katie Elder" is also a massive, 4-theatre socko success here in its other U.S. debut to date.



The end of the road for "The Spy Who Came In From The Cold." At the Berlin Wall, the spy, whose last grand gesture was that of rescue for the woman he had grown to love, faces up to the steel-jacketed 'dividend' that's always waiting for every spy, sooner or later.

RIGHT

Claire Bloom gloriously shares acting honors with Richard Burton in "The Spy Who Came In From The Cold." Always a talented and appealing actress, Miss Bloom joins the truly elect with her performance in this glowing film.



WASHINGTON, D.C. - Attending a recent publisher's as a guest from London was David Cornwell, a one-time member of the United Kingdom's consular staff. Under the pseudonym of John Le Carre he once wrote a book entitled "The Spy Who Came In From The Cold." He is now a world celebrity, and is shown here, at left, with John Geoghegan, president of the publishing firm of Coward-McCann, Inc., publisher also of his new book.

THE SPY

Probably the finest dramatic film Paramount ever has released!

WHO CAME IN FROM THE COLD

Paramount's "The Spy Who Came In From The Cold," starring Richard Burton and Claire Bloom in the film version of the best-selling novel, will reach the screen at the end of the year with one of the biggest pre-sold audiences of any motion picture in recent years, if record sales of the book are any indication.

In the United States and Canada, "The Spy Who Came In From The Cold" has sold more than Five Million (5,000,000) copies in hardcover, book club and paperback editions.

In England, the John Le Carre novel sold over 750,000 copies, and has just been issued in paperback with an initial printing of 1,000,000 copies. Similar successes have been scored in Austria, Belgium, Denmark, Finland, France, Germany, Holland, Israel, Italy, Norway, Portugal, Spain, Sweden and Switzerland.

Publication of "The Spy" is just getting underway in other parts of the world, where the same type of success story is anticipated.

Produced and directed by Martin Ritt, "The Spy Who Came In From The Cold" co-stars Oskar Werner, Sam Wanamaker, Cyril Cusack and Peter Van Eyck. Paul Dehn and Guy Trosper wrote the screenplay.

And, as Mr. Weltner said, it is "probably the finest dramatic film Paramount has ever released."

This gal has come in from the cold...She's also in "The Spy Who Came In From The Cold." You've got to see the film to know how - and why.

Guaranteed To Cure What Ails...

It was a cold, wet wintry night when the clock struck midnight at Dublin's Smithfield Market and the company of Paramount's "The Spy Who Came In From The Cold" filming there broke for supper.

Instead of soup in the canteen basement, however, there was steaming Gaelic coffee served in the early Victorian boardroom. This change of pace came to pass because the directors of Jameson Whiskey, as well as loaning their premises as unit headquarters, also decided to give a party for the film company.

Those who came in from the cold included Mr. and Mrs. Richard Burton, director Martin Ritt, actors George Mikell, Niall MacGinnis and Tom Stern, key technicians and visiting Continental and Irish press.

The making of the Gaelic coffee was supervised by Jameson director Colonel "Jimmy" Armstrong, and this is his recipe:-

1 measure Irish whiskey
Brown sugar
Scalding hot black coffee
Double cream

The coffee is mixed well with sugar, in a previously warmed glass. Then add measure of Irish whiskey. Slowly pour in double cream over the back of a dessert spoon. The cream should float on the surface and not mingle with the coffee.

The Burtons' verdict: Delicious!



LONDON GOES FOR

9



From left: Mr. and Mrs. Robert Clark, Mr. and Mrs. William Cartlidge, Jack Upfold, Paramount advertising and publicity director; Peter Reed, Paramount general sales mgr. Mr. Clark is a director of Associated British Picture Corporation, and president of BFPA. Mr. Cartlidge is assistant managing director of Associated British Cinemas. All above were at the "Harlow" premiere.

HARLOW

HHHHHHH

LONDON - The gala premiere of "Harlow" at the Plaza Theatre took place the evening of June 30th, and immediately thereafter, Mr. Hadley cabled Mr. Perkins:

"HARLOW" PLAZA PREMIERE GREAT SUCCESS. BIG ATTENDANCE OF STARS AND FILM PERSONALITIES. PHOTOGRAPHIC COVERAGE IN MAIL. AT CONCLUSION OF FILM WARM ROUND OF APPLAUSE AND MAJORITY PEOPLE I TALKED TO THOUGHT IT A FINE PICTURE, BUT WOMEN UNANIMOUSLY SO.

Sightseers for the premiere started assembling at the Plaza early in the day. By premiere time, Regent Street was blocked.



The Plaza's "Harlow" Girls, who made the ladies feel envious and the men younger.

London's Daily Cinema seems to have designated Paramount's Plaza, especially during the run of "Harlow," as the top show spot of the city.



LONDON - The Plaza's sparkling presentation of Joseph E. Levine's "Harlow" made an institution once again of the all-directional queue --- the sure sign that the British public knows a good thing when it comes along.



Howard W. Koch, who as studio and production head had contributed so much to the making of "Harlow," was at the Plaza premiere with Mrs. Koch. At left, Paramount managing director Russell W. Hadley, Jr.



LONDON - Testimony to the importance of the "Harlow" premiere at the Plaza is offered via this cover of The Daily Cinema, plus three pages of the notables present at the event. Individual photographs of some of the notables are published elsewhere.

JOE LEVINE'S "HARLOW" HITS TOWN...

...JOE LEVINE'S "HARLOW" HITS TOWN

JOE LEVINE'S "HARLOW" HITS TOWN



Joseph E. Levine's "Harlow" stars the blonde bombshell in a role that has made her a star. The film is a Paramount production, and it is being shown at the Plaza Theatre in London. The film is a biographical picture of the life of Marilyn Monroe, and it is being shown at the Plaza Theatre in London. The film is a Paramount production, and it is being shown at the Plaza Theatre in London.



Two columns in Japanese are published this month. Last month's one arrived just too late for inclusion in the June issue.

国際的に絶讃を

博するパ社作品

最近二本のパ社大作がそのでべきを問うべく国際的メンバからなる審査員の集會に出品されたが、二作ともすばらしい傑作だと、各国の批評家から絶讃を博した。まず、オットー・プレミンジャーの「危険な道」は先月カンヌ映画祭の初日に上映され、ただし審査の対象外の作品として、激賞を博した。このときの模様は本号の他の頁に詳細に報道されている。また、コーネル・ワイルドの「裸の餌食」もスペインのサンセバスチャン映画祭に出品され、近年における最も偉大な映画の一つと折紙づけられた。これらの二作は、パ社が全世界に提供する数多くの作品の中で偉大さを代表するほんの二例にすぎない。

カンヌ映画祭での成功に加えて、「危険な道」はパリ及びロンドンの両都市で商業的形態のもとに公開に入った。この映画はここで世界でもっとも重要な批評の主体である金を支払う観客の批判に供されたわけである。この映画に対する反響は、深い共感と好意にみちたものが大部分だった。

パラマウント・インターナショナル社長ジェームス・E・パーキンス氏は、このほど欧州への恒例の視察旅行から戻った。その旅行での収穫は他の頁に掲載されている。彼は過去一年間に於けるパ社作品の質的向上によって、ヨーロッパとイギリスの

全土に亘ってパ社の名が著しく飛躍したことを証言している。

今月号の表紙は、過去十年間にもっともよく売れたスパイ小説「寒い国から帰って来たスパイ」に捧げられている。すでに入取した情報によると、この映画は一九六六年早々に行われるアカデミー賞の強力な候補作品となるだろう、といわれるほどのできばえだそうである。そして、この映画はミネシヨンの対象となるべく、すでに封切の態勢に入っている。ロンドンでこの映画の試写を見た撮影所長兼製作部長ハワード・W・コッチ氏の話によれば、リチャード・バートンとクレア・ブルームの演技は、単なる形容詞だけでは表現できない、ドラマチックな力強さを感じさせるようである。

（私生活でも結婚によって結ばれている）は、米・加各地への個人的旅行を通じて「モイル・フランダースの恋の冒険」の売り込みにすばらしい成果をあげている。「モイル・フランダース」が今当分アンが大量にドットおしよせるようなすばらしい娯楽映画である事実も（二人の個人的魅力に加

えて）これに寄与していることはもちろんである。

その製作者、配給業者の両者にとって今後当分の間金の卵となるものが請合いのもう一本の作品は、ハル・ウォリスの「エルダー兄弟」である。今日ハリウッドに於てハル・ウォリスはどの種の映画を巧みに製作する人物はいないし、パラマウントはどの種の映画の世界的配給に実力を有する会社はない。「エルダー兄弟」に於いて、諸賢も我々と同様の情熱も抱くことは必至と我々は信じる。

本誌が諸賢の目にとまる頃、「ハロー」は（真正正銘で、偉大なしかも興味深々たる）は、実際に公開に入っているはずである。ジョセフ・E・レビンが作ったこの映画は、できばえも立派だが面白さも格別で、強力な興行力を誇る「大なる野望」の後継品として十分の力を有している。この映画は前作と同様に世界中のパ社ショーマンシップとセイルスマンシップを発揮するに絶好の作品で、パ社首脳部は、この映画が全世界で文字通り記録破りの成績をあげることがまわがいないと楽観している。

「ハロー」は一般ファン及び

興行者にとって大いなる魅力の作品

パ社作品の中この「ハロー」は、どわがパ社社員の胸を躍らせた作品は、相当の過去までさかのぼらないと見あたらない。本支社で行われたあらゆる試写を通じてこのジョセフ・E・レビン作品は、最大限の、そしていまだかつてない感激をまき起した。しかも、これに反対する意見にただの「一つもない」。この映画を観た海外のパ社社員からも同じような感激の言葉がよせられている。それらの大部分を二〇一二頁に掲載した。それに、米・加各地で行われた特別試写会に於ても、筋書きは同じだった。即ち、この映画はもっとも強い興味と期待をもって待望されていたが、試写が行われるや、興奮で他の感情は全く入る余地がなかったほどだったといわれる。

六月の第三週間中ロンドンに滞在したジョージ・ウェルトナー社長は、「寒い国から帰って来たスパイ」「彼女に何でもやる」と約束する「キッド・ロデオ」「ジュディス」他のパ社作品のラッシュ・フィルムと編集済みのフィルムの試写を観た。氏の旅行の様子は、他の頁に掲載した。

本号が編集されている頃、パ社副社長兼撮影所長のハワード・W・コッチ氏も欧州に滞在中だった。氏の頁にも記載してあるように、氏は約四週に亘ってイギリスと欧州に滞在し、その間に製作中のパ社作品の進行状況の視察、映画化の見込みのある原作の発見、将来パ社作品に出演する可能性

のある舞台、映画、テレビ俳優の仕事ぶりの観察等の仕事にあたる。氏の収穫に関する報告を今月号及び来月号に掲載する予定である。いずれ近い将来、我々はコッチ氏及び彼がパ社にもたらした強力な製作力に、長文の論文を掲載する予定である。

本号には、パ社がスヘインのサンセバスチャン映画祭の参加によって得た莫大な威信の証拠が掲載されている。パ社の「裸の餌食」及び「モイル・フランダースの恋の冒険」の二作品は、審査の対象的作品として上映されたにも拘らず、絶大な賞讃と名手をかち得た。もし、このキム・ノバクの作品が正式参加作品として上映されていたとしたら、あるいはこの種の部門で最高賞を受賞したのではないか、という声があるほどである。

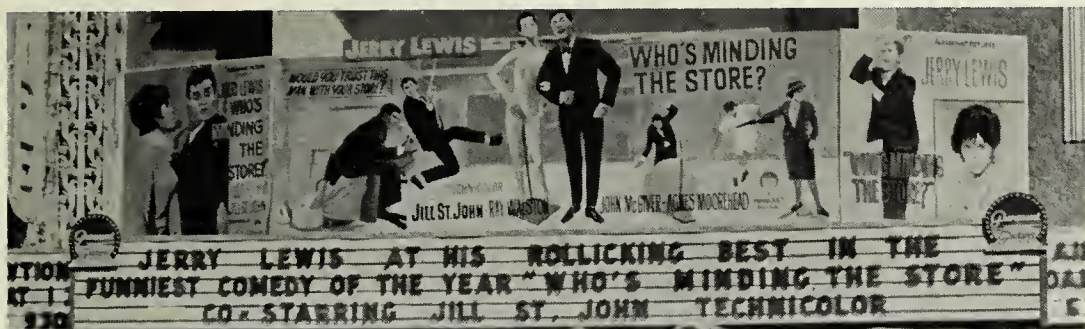
このほどアメリカで行われた「エルダー兄弟」の試写は、興行的な大作作りの名人ハル・ウォリスが、またもや「OK牧場の決闘」「ガンヒルの決闘」級の強力な興行価値の映画を作り上げたことを証明している。ディーン・マーティンは従来の喜劇的

役柄から一転してドラマチックな役柄を巧演して我々を驚かせるのに対して、ジョーン・ウェインは興行的に依然としてトップ・スターであることを示している。

我々は本誌にとり上げた数多くの作品ニュースの観点から、諸賢が本誌を人念に読まれることと強くお願いする。といつてこれは単に第九頁にある作品発表と二〇一二頁にある「ハロー」のニュースを指しているのではなく、四〇頁に亘って掲載されている他の記事並びに発表全体を指している。わずかな数年間パ社がおかれていた沈滞した状況を思いおこすとき、諸賢は現在公開中又は将来公開予定のこれらの作品のニュースを通じて、この一年間に映画興行界に於てパ社が実質的に他に比類のない会社たらしめたウェルトナー社長の貢献がいかに甚大であったか容易に想像がつくと思ふ。今我々に課せられた使命は、世界中のパ社社員全員がこれらの大作の配給と興収を上げることに全力をつくし、氏に全面的支援を与えること以外にないだろう。

Although not one of the top prize-winners, Japan's showmanship campaign on "The Carpetbaggers" won great commendation from Embassy president Joseph E. Levine.

FAR EAST CONTINUES FLOW OF WONDERFUL PARAMOUNT NEWS



BOMBAY, India - Two bonanza-business shots of the exterior of the New Empire Theatre during the stunningly successful engagement of Jerry Lewis' "Who's Minding The Store?" Said Far East division manager Sverdrup Henriksen: "This Jerry Lewis comedy has done the best business since 'Hatari!' In addition we have had the best reviews we have ever had for a Jerry Lewis picture in India."



TOKYO - One of the many unusual pieces of showmanship to come from Japan in connection with the multi-theatre release of "The Carpetbaggers" was provided by the employees of the Pantheon Theatre, all of whom wore white shirts with the name of the film and the name of the theatre very prominently displayed. (Look up to the right to see the effect).

Japan, which released "The Carpetbaggers" later than most other territories, executed a fine showmanship campaign on the picture. We hope to show more evidence of this in later issues.

BANGKOK re-released Jerry Lewis' "Don't Give Up The Ship" late last month and scored the biggest re-release hit of the year, topping the re-release engagements of "War and Peace" and "Last Train From Gunhill."



TOKYO - Here the employees of the Pantheon Theatre have about-faced to show the message about "The Carpetbaggers" imprinted on their white shirts.



Irony In South Vietnam

SAIGON, South Vietnam - Our headline is inspired by the fact that in this embattled city, the current film hit at the time the above photographs were made was Paramount's "War and Peace." The cinemas shown are the Eden (at top) and the Dai Quang Minh, both of which had to use old prints on account of prevailing conditions. Nevertheless, according to Far East division manager S.A. Henriksen, the overall engagement was "quite successful."

NĂM THỨ HAI • SỐ 357 GIÁ 2 ĐỒNG THỨ TƯ 3-3-1965

Thời đại

THÔNG TIN NGHI LUYỆN XUẤT BẢN HÀNG NGÀY

Nghân phiếu và chỉ phiếu gọi: 84 NGUYỄN THỊ NIÊN - Tòa soạn và Tr. Quản lý: 199 Nguyễn Thái Học, Saigon - Hộp thư 403
Chức nhiệm biên Chủ bút: NGUYỄN THÁNH DANH -ĐT. 81 630 - Tổng Thư ký: NGUYỄN KIẾN GIANG

Chiếu độc-quyền: IAI HAP: EDEN (SAIGON) (CƠ MÁY LẠNH) (từ thứ tư 5-5-65)

CHIẾN hay HÒA

"GUERRE ET PAIX"

HEPBURN FONDA FERRER
VITTORIO GASSMAN JOHN MILLS
Production de
DINO DE LAURENTIS
TECHNICOLOR

SAIGON - Here is a Page One advertisement for "War and Peace" in one of the city's newspapers printed in Vietnamese. Ad was for the Eden Theatre.

OSAKA - Comprehensive showmanship campaign for "The Carpetbaggers" included posters for the picture at local bowling alleys.



HOLLYWOOD - Producer Hal Wallis, co-star Dany Saval and director John Rich on the set of "Boeing Boeing," the uproarious comedy which inspired the telegram of Charles Boasberg we have published on Page 26.

Nine-tenths of the serious controversies which arise in life result from misunderstanding, result from one man not knowing the facts which to the other man seem important, or otherwise failing to appreciate his point of view.

- Louis D. Brandeis

"HARLOW, LA BLONDE PLATINE" ENTHOUSIASMERA AUSSI BIEN LES SPECTATEURS QUE LES CLIENTS

Il faut remonter bien loin dans les activités de la Paramount pour rencontrer dans les annales de cette Société une production qui suscite autant d'émerveillement parmi les membres de notre organisation. A chaque projection de "HARLOW, LA BLONDE PLATINE", que ce soit au siège ou dans les différents bureaux de la Paramount, cette production de Joseph E. Levine déchaîne des vagues d'enthousiasme. Il n'y a jamais eu la moindre réserve et il en va de même pour les Paramountiens d'outre-mer. Vous trouverez des détails à ce sujet en pages 20 et 21. Et à toutes les projections spéciales destinées aux clients des Etats-Unis et du Canada, la réaction est identique : le film était attendu avec le plus vif intérêt, et il a été chaque fois accueilli avec un enthousiasme délirant.

Pendant la troisième semaine de juin, le Président George Weltner se trouvait à Londres où il a vu différentes versions montées et non montées de "L'ESPION QUI VENAIT DU FROID", "PROMISE HER ANYTHING", "KID RODELO", "CLANDESTINE JUDITH", et de diverses autres productions Paramount. Vous trouverez sur une autre page un compte-rendu de son voyage.

Au moment où nous mettons sous presse, Mr. Howard Koch, Vice-Président et Directeur des studios, se trouvait également en Europe. Comme vous le verrez par ailleurs, il doit passer 4 semaines en Grande Bretagne et en Europe continentale, afin de superviser la production Paramount en cours, chercher de nouveaux sujets, et de nouveaux acteurs de théâtre, de l'écran et de la télévision susceptibles de jouer un jour prochain dans des productions de notre Compagnie.

Nous espérons pouvoir vous faire part de ces découvertes dans ce numéro et dans celui du mois prochain. Nous pensons un de ces jours publier un long article sur Mr. Koch et la puissance de production dont Paramount dispose grâce à lui.

On verra dans ce numéro le prestige qu'a acquis Paramount en participant au Festival de Saint-Sébastien. Nos productions "LA PROIE NUE" et "LES AVENTURES AMOUREUSES DE MOLL FLANDERS" ont recueilli de nombreuses louanges, bien que ces deux films fussent projetés hors compétition. On a même estimé que si le film de Kim Novak avait fait partie de la compétition, il aurait pu remporter la première récompense dans sa catégorie.

Une première projection de la grande production de Hal Wallis "LES FILS DE KATIE ELDER", qui a eu lieu aux Etats-Unis, a prouvé de façon manifeste que ce producteur a fait un film qui supporte la comparaison avec "REGLEMENTS DE COMPTES A O.K. CORRAL" et "LE DERNIER TRAIN DE GUN HILL". John Wayne continue à attirer les foules, tandis que Dean Martin est remarquable dans un rôle à la fois comique et bagarreur.

En feuilletant ce numéro, pensez bien aux nouvelles importantes concernant les productions qui y sont annoncées. Et nous voulons parler non seulement des productions annoncées en page 9 et les nouvelles relatives à "HARLOW, LA BLONDE PLATINE" en pages 20 et 21, mais aussi de toutes les autres nouvelles qui sont disséminées dans les 40 pages de ce numéro. Si on se rappelle ce qu'était la situation de Paramount il y a à peine quelques années, nous pensons qu'en prenant connaissance de ces articles sur les productions en cours ou à venir, vous vous rendrez compte de l'immense tâche accomplie cette année par notre Président qui a fait de notre Société une compagnie invincible dans le monde entier, au point de vue du box-office. Voilà ce dont nous devons nous souvenir à tous moments en même temps que nous devons nous efforcer de distribuer ces grands films dans les meilleures conditions pour obtenir des rendements maxima.

Happy High Jinks in Hal Wallis' "Boeing-Boeing"



XXXXXXXXXX

Jerry Lewis and Tony Curtis think that they have their triple-amour play with three international air hostesses down to automated perfection --- but they figure without fouled-up flying schedules.

At left, they appear to be 'on the beam' with France's Dany Saval; but at right they are not quite sure about Germany's Christiane Schmidtmer.

....And there is still Britain's cool-and-cute blonde Susanna Leigh to be taken into account.

All of which makes Hal Wallis' "Boeing-Boeing" one of the top comedy delights of a whole lot of years.

XXXXXXXXXX



EUROPE AGLOW WITH PARAMOUNT'S FESTIVAL HITS



CANNES - Princess Grace of Monaco, attended by Monsieur Fabre Le Bret, secretary general of the Cannes Film Festival, arriving at the Festival Theatre to attend a showing of "Un Grand Homme Passa Par Notre Chemin." This is the film memorializing the late President John F. Kennedy, produced by the USIA under the title of "Days Of Lightning, Night of Drums."

RIGHT

Charles Bohlen (right) United States Ambassador to France, and Henri Klarsfeld, Paramount general manager in France, also attended the showing. Paramount has distribution of the film in France and North Africa.



SAN SEBASTIAN, Spain - Gala dinner given by Paramount at conclusion of the San Sebastian Film Festival at which Cornel Wilde's "The Naked Prey" was the opening film. Shown from the left: Mayor of San Sebastian, Senor Elosegui; Mrs. Frank A. Siter; the Sub-Director General of Cinema, Senor Soria; Jean Wallace (Mrs. Cornel Wilde); the Director of the Festival, Sr. Fernandez Cuenca; the Mayor's wife, Sra. Elosegui; Cornel Wilde.

A rousing San Sebastian salute to the Cornel Wildes at the end of the screening of "The Naked Prey." Behind the star are (right) Hugo Stramer, Paramount's Continental sales manager, and Frank A. Siter (left), general manager for Spain and supervisor for the Middle East.



Cables from all over the world are singing the praises of HARLOW. Not in a great many years has a new Paramount picture created such overwhelming organization joy and jubilation.



BIARRITZ, France - At this city's airport, about to depart for the San Sebastian Film Festival, are, l to r: Newlyweds Richard Johnson and Kim Novak; Frank A. Siter, Paramount g/m in Spain; Terence Young and Marcel Hellman, director and producer, respectively, of "The Amorous Adventures of Moll Flanders"; and Marcel Hamel, Paramount's transportation wizard.

AMSTERDAM - Paramount International president James E. Perkins greeted at Schiphol Airport by executives of N.V. Filmverhuurkantoor "Nederland," Paramount distributor in Holland. Reading from left: Mr. Jack de Wilde, Mr. Max Gerschtanowitz, Mr. Henri Michaud, Paramount's Continental general manager; Mr. and Mrs. James E. Perkins, and Mr. Jan van Leeuwen.



AN ORIGINAL SOUNDTRACK RECORDING

THE AMOROUS ADVENTURES OF MOLL FLANDERS

Music Composed and Conducted by JOHN ADDISON
A PARAMOUNT PICTURE RELEASE IN TECHNICOLOR & PANAVISION

LOC-1113

Paramount Pictures presents
KIM NOVAK · RICHARD JOHNSON
ANGELA LANSBURY · VITTORIO DE SICA
LEO McKERN · GEORGE SANDERS and LILLI PALMER
AS STARS

THE AMOROUS ADVENTURES OF MOLL FLANDERS

TECHNICOLOR · PANAVISION

Music for "AMOROUS ADVENTURES"

LOC-1113

Front and back of the multi-colored sleeve of the RCA-Victor album of the soundtrack music of Kim Novak's "The Amorous Adventures of Moll Flanders."

"HARLOW" -- en attraktion för både publik och biografägare *****

Vi får gå en bra bit tillbaka i tiden för att finna en Paramountfilm som så har förtrollat medlemmarna av vår organisation. Vid alla visningar i New York och annorstädes har Joseph E. Levines film undantagslöst mottagits med öreserverad entusiasm. Från paramountärer från andra sidan havet, som sett filmen, har reaktionen varit densamma. Mycket av detta kommer till uttryck på sidorna 20 och 21. Också vid de specialvisningar för biografägare, som förekommit runtom i Förenta Staterna och Kanada, har det varit samma historia - filmen har motsetts med stort intresse och spänd förväntan --- efter visningen fanns bara plats för helhjärtat beröm.

Under tredje veckan i juni var president George Weltner i London, där han såg olika versioner av "The Spy Who Came In From the Cold", "Promise Her Anything", "Kid Rodelo", "Judith" och flera andra Paramount-produktioner. En rapport

ROSALIND RUSSELL is an imperious haute dame of the most matriachial order in "Oh Dad, Poor Dad, Mother's Hung You In The Closet And We're Feelin' So Sad." Apart from the riotous comedy of the film, we understand that the spectacular Jamaican backgrounds of the production are worth the price of admission.

While our government is busy trying to land a man on the moon, some girls are still trying to land one on earth.



över besöket finns på annan plats i tidningen.

I Europa var också, ungefär när denna tidning som bäst utarbetades, Howard W. Koch, vice president och chef för studio och produktion. Såsom meddelats i tidningen skulle Mr. Koch under fyra veckor i England och övriga Europa inspektera Paramount-filmer som är under arbete, se till hur Paramounts intressen på olika håll fungerade och dessutom ta sig en titt på teater-, film- och televisionstjärnor med anknytning just nu till Paramount. Vi väntar att få med en rapport om Mr. Kochs "upptäckter" i detta nummer och i nästa. Det är faktiskt så, att vi inom kort planerar en utförlig artikel om Mr. Koch och den starka filmproduktion han tillfört Paramount.

Paramounts deltagande i Spaniens Film Festival i San Sebastian blev en stor framgång. Våra filmer "The Naked Prey" och "The Amorous Adventures of Moll Flanders" fick många uppskattande omdömen, detta oaktat båda visades utom tävlan. Det sades till och med, att hade Kim Novak-filmen deltagit i tävlingen så skulle den mycket väl kunnat vinna topp-pris i sin klass.

En första visning av Hal Wallis' mäktiga drama "The Sons of Katie Elder" har fullt klart visat, att denne veteran på kassafilmer av storformat här trollet fram en fullvärdig medtävlare till filmer sådana som "Sheriffen från Dodge City" (Gunfight at the OK Corral) och "Sista tåget från Gun Hill" (Last Train from Gun Hill). John Waynes namn är fortfarande en kassamagnet, medan Dean Martin består en verkligt dramatisk överraskning i en roll, där han briljerar som en hård för "fighter".

Vi föreslår, att ni tar en ordentlig titt på de många filmer, som omnämns i detta nummer, med vilket vi menar inte bara programförteckningen på sidan 9 plus nyheterna om "Harlow" på sidorna 20 och 21, utan på allt övrigt nytt som berörs på alla de 40 sidorna. I betraktande av hur Paramounts situation tedde sig för bara ett par år sedan så tror vi, att ni på basis av vad ni inhämtat om nuvarande och kommande filmer är på det klara med vilket oerhört arbete vår president nedlagt under det gångna året för att göra oss praktiskt taget oöverbärliga vad det gäller kassafilmer. Allt vad som nu behöver göras är, att vi ger honom vårt odelade stöd och gör allt vad som i vår förmåga står för att på bästa möjliga sätt distribuera dessa filmer och göra dem vinstbärande.

HOLLYWOOD - Allen and Rossi, Paramount's new comedy team, arrive on the Paramount Studio's Stage 5 for the contract-signing ceremony, chauffeured by blonde Inga Neilsen. In the background is the Paramount mountain they have to climb in order to retrieve the Paramount contract pinned at the peak.

(A page of other pictures relating to this important, and hilarious, event will be found on Page 37).

HIGHLIGHT IN UNITED KINGDOM FILM SCENE IS TRIBUTE TO JOSEPH E. LEVINE

BLACKPOOL, England - The world's top cinema showman, Joseph E. Levine, was the recipient last month of the first Award of Merit to be made by the CEA. The presentation was made by President "Tony" Wood at the Imperial Hotel here during the annual conference held by the Cinematograph Exhibitors' Association.

Mr. Weltner's telegram

DEAR JOE: ALTHOUGH I CANNOT BE WITH YOU IN PERSON YOU KNOW THAT I AM THINKING OF YOU AND HOW DESERVING YOU ARE OF THE GREAT HONOUR BEING GIVEN YOU BY THE CINEMATOGRAPH EXHIBITORS ASSOCIATION IN BLACKPOOL THIS AFTERNOON. THIS UNIQUE AND HIGHLY UNUSUAL DISTINCTION IS THE FRUIT OF A LIFETIME OF SHOWMANSHIP, HARD WORK AND BRILLIANT PERFORMANCE BY THE ONE AND ONLY JOE LEVINE, MY DEAR FRIEND.

- GEORGE WELTNER

On accepting the award which confirms Mr. Levine's position as one of the most honoured showmen in the film industry, the president of Embassy Pictures Corporation expressed his thanks to the officers, the committee and the entire membership of the CEA for the warm tribute accorded him by his fellow showmen.

He followed this with a typically forthright Levine address (published in full on Page 39), touching on the many aspects so important to exhibitors today, and including details of the many Levine projects (in association with Paramount) for the immediate future.

Concerning the event, Russell W. Hadley, Jr. cabled president James E. Perkins in New York: BLACKPOOL WEDNESDAY: C.E.A. MERIT AWARD PRESENTATION TO JOE LEVINE AND HIS ADDRESS TREMENDOUS SUCCESS. ALSO OUR EVENING RECEPTION AND DINNER PARTY. UNANIMOUS EXHIBITOR COMMENTS CALLED IT OUR BEST FUNCTION SINCE BEFORE THE WAR. MIDNIGHT SCREENING OF "HARLOW" VERY WELL RECEIVED WITH



LONDON - Bobby Vinton, one of the foremost American recording stars, arrives in connection with the release of his latest recording, "Lonely Girl," sung at the beginning of "Harlow." In this London Airport shot, l to r: Leslie Pound, Paramount's showmanship manager; Tony Palmer, EMI Records; Bobby Vinton; Allen Klein, Bobby's manager, and A and R man Mickie Most.



BLACKPOOL - Beneath a part of the carnation-garlanded Spanish Hall of the Winter Gardens, J. F. (Tony) Wood, president of the C.E.A., begins his address in compliment to Joseph E. Levine (right). Also at top table, l to r: Mrs. K. Hargreaves, Russell W. Hadley, Jr., Mrs. J. L. Levine and Mrs. Hadley.



Inscription

To the left, Mr. Levine is shown with the Award of Merit presented by the CEA for the first time. Below his illuminated name, the inscription says, ".....in sincere and grateful recognition of his outstanding showmanship in the world of entertainment as well as for his unstinted and continuing efforts in the interests of all sections of the motion picture industry."

BELOW

Warren Beatty and Leslie Caron, co-stars in "Promise Her Anything," one of several entertainment treats coming our way via the showmanship of producer Ray Stark.

SUSTAINED APPLAUSE AT PICTURE'S CONCLUSION. ALL IN ALL EXCELLENT PUBLIC RELATIONS FOR PARAMOUNT AND "HARLOW" IN PARTICULAR.

Congratulations From James E. Perkins

One of the cables in compliment to Joseph E. Levine, read at the Blackpool conference of the C.E.A., said:

TO THE MANY GREAT INTERNATIONAL HONOURS PAID YOU MUST NOW BE ADDED THE SOLID GOLD ENDORSEMENT OF THE C.E.A. BY WAY OF THEIR MERIT AWARD. BY EVERY INDUSTRY STANDARD YOU ARE NOW AN ACE GLOBAL SHOWMAN AND WE OF PARAMOUNT INTERNATIONAL ARE VERY PROUD OF YOU AND YOUR ACCOMPLISHMENTS ON OUR BEHALF. BEST REGARDS

JIM PERKINS



LONDON - At the Plaza premiere of "Harlow" - Mr. and Mrs. Russell W. Hadley, Jr. (left and right); Miss Pattie Macdaniel and Mr. Hadley, Jr.



Paramount general sales manager Charles Boasberg as he spoke by telephone hook-up to the Paramount branch managers of the U.S.A. and Canada.

Introduction...

This is Charley Boasberg. Last Friday evening, industry history was made with the first exhibitor and public previews of Joe Levine's "Harlow." Our president, George Weltner, was so pleased with the results that he asked Martin Davis and myself to arrange a conference telephone call with all of our company's branch managers in the United States and Canada so that he could personally express his great pleasure with the results to date. He also asked us to see if Joe Levine could be hooked into the call so that Joe, too, could talk directly to you. Through the miracle of electronics, this has all been done... At this point, I had planned to introduce Mr. Weltner. However, a sudden illness in his family has just called him away from the office. In his absence, he has asked me to read from the notes that he had prepared for this occasion.

talks to you in just a moment. The picture was also screened here on Friday for Paramount personnel. They all loved the picture, as can be attested by the fact that "Harlow" became the dominating topic of discussion and conversation throughout the day. If you have not done so already, I urge you to show the picture to all branch employees as soon as possible, so that they too can become roving good-will ambassadors for us on "Harlow."

Yes, the news was so good this morning that I just had to get on the phone to share it all with you personally. There is no question in my mind that we are about to release another "Carpetbaggers" in terms of boxoffice potential.

We know we have another great money-making picture, but we must not sit back on our laurels. Our job is just beginning. Every area of merchandising from you through theatre operators and their managers to communicators and to the public must be covered in order to realize the full potent-

TELEPHONE HOOK-UP CARRIES PRESIDENT WELTNER'S ADDRESS TO ALL U.S.-CANADA BRANCHES



A section of the listeners as Charles Boasberg delivered to the branches the message which President George Weltner had intended to deliver when he was called away by family illness.

At left, clockwise: Ernest Sands, Myron Sattler, Nat Stern, Jack Per-

ED SULLIVAN Photo

ley, Gene Newman, Milton Goldstein, Fred Leroy, Herbert Gillis.

Right: Hugh Owen, James E. Perkins, Martin Davis, Charles McMains, Benjamin Shectman. Many others were out of camera range.

Mr. Weltner's Words....

Good morning! Good news travels fast, and within a few minutes after I had returned to my office this morning following a brief trip to Europe, I knew we were off the ground and flying high with Joe Levine's "Harlow," the picture that has been foremost in our thoughts and efforts these many months. It was with the greatest pleasure and delight that I have just heard from Charley Boasberg and Martin Davis that "Harlow" was an absolute sensation in its first public and exhibitor screenings in New York and Chicago on Friday. The preview for exhibitors at the RKO 86th Street Theatre here on Friday night received the most favorable reaction ever at this house, where many of the industry's biggest attractions have been previewed.

The exact same story held true at the Chicago Theatre in Chicago, where "Harlow" was previewed for exhibitors and the public, but I will leave the first hand account of those sensational screenings to Joe Levine himself when he

talks to you in just a moment. The picture was also screened here on Friday for Paramount personnel. They all loved the picture, as can be attested by the fact that "Harlow" became the dominating topic of discussion and conversation throughout the day. If you have not done so already, I urge you to show the picture to all branch employees as soon as possible, so that they too can become roving good-will ambassadors for us on "Harlow."

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ial that a picture such as "Harlow" has. We should all look to Joe Levine as our model, for his efforts in behalf of "Harlow" are unprecedented in the motion picture industry. He is its number one salesman and its number one merchandiser. How he finds all the time and energy is one of the great mysteries of modern times, but he does, and he is now in the midst of an exhausting five-city tour on which he will meet with hundreds of exhibitors and representatives of the press, radio and television. He is so enthusiastic about "Harlow" and its potential that I have asked him to talk to you personally about his experiences with the picture in the past few days. He is waiting by his phone now in Dallas and I am going to switch you over to him. Thank you, and kind regards.

HIGHLIGHTS OF MR. LEVINE'S
TALK IN ADJOINING COLUMN....

S H O R T

U B J E C T S



Honey Halfwitch

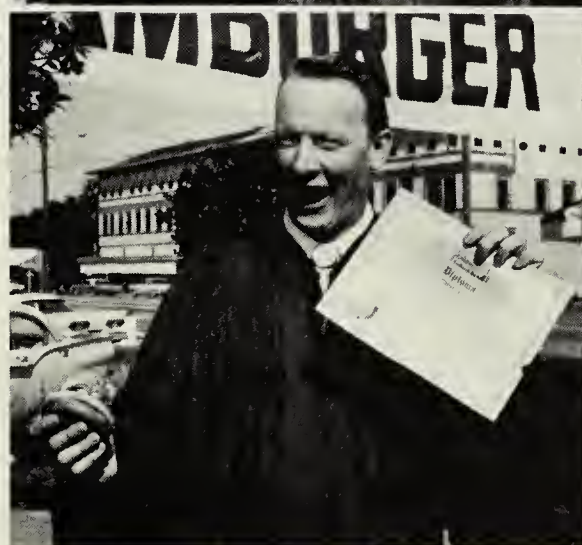
Here's another glimpse of cartoon character Honey Halfwitch (at top) about to wreak some kind of vengeance on Maggie, her Old Witch cousin.

In the lower frame, Maggie seeks a vengeance formula of her own from a Freudian Indian witch doctor who insists on silver dollars instead of wampum as payment.....and getsum!

Paramount's intriguing and thoroughly entertaining 2-reeler in color, "INSTANT HOLLAND," was given top billing recently for its engagement at the Telenevs Theatre, San Francisco.

From Dallas, Joe Levine said that he was "tremendously gratified" by the reaction of exhibitors to both the film and the merchandising and marketing campaign that is supporting it. "Since last Summer, I have been pouring my heart and soul into 'Harlow,' which has been the greatest challenge of my career. Since my own roots are in exhibition, nothing has given me greater satisfaction than to hear from my fellow showmen that I have given them a picture that they themselves feel will be one of the most successful they have ever presented," Levine commented.

More and more top Paramount salesmen are putting more and more intelligent emphasis on the progressive high entertainment quality of Paramount's Short Features.....



"The Itch" Starts From Scratch --- and Wins!

"The Itch" is one of the newer Paramount cartoons, and it is very, very good.

Set in London, with a story having a touch of fantasy, and with backgrounds possessing production quality, it should make a genuine contribution to any theatre's program. In short, it is a Cinema Cocktail with plenty of kick.

It also is indicative of the new upbeat in Paramount's quality product.

"HAMBURGER U."

This short, in sizzling Technicolor, deals relishingly, satirically and gastronomically with that delectable meat item, the hamburger. It has been made on a full production scale, with a comedy-minded cast of actors and actresses, by Richard Matt, who has given Paramount a host of fine boxoffice short features in the past.

Shown above are some of the players reacting to the magical savory aroma of the hamburger.

Basic theme of the picture deals with a university devoted to the care, cultivation, production and appreciation of the hamburger, complete with courses, classes and diplomas.

It is a one-reeler.



"Becket" Continues In Superb Fashion

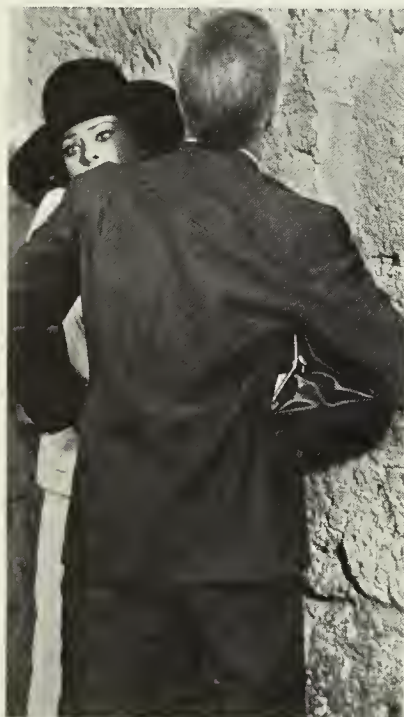
The inspired Hal Wallis production maintains in wonderful world pace.

Its 6th week at the Allenby Theatre, Tel Aviv, Israel continues to register tremendous, record-shattering business. Virtually the same story comes from the Orah Theatre, Haifa.

Mexico City's Diana Theatre has concluded an extraordinary fine run of 14 weeks.

So far as the Republic of South Africa is concerned, here is the text of Mr. Perkins' report to Mr. Weltner:

"The second week's gross in Capetown is almost equal to the record-holding second week of 'The Ten Commandments' in the same city. 'Becket' has been very successful in South Africa, and will be second only to 'The Ten Commandments' in overall results."



The eyes of "Judith" (played by Sophia Loren), are wide with fear, for she is in the massive act of killing a man - a man about whom she knows just one thing: he can send her back to the hell from which she believes she is safe.

The persons hardest to convince that they are of retirement age are the children at bedtime.

BRANCH NEWS FROM PAGE 6

25. Hope Tony won't have trouble walking down the aisle. Of course, we will be there to give him moral support.

And last, but not least, I am getting married on August 7, and this I won't say too much about now, because believe me, I'm nervous enough. First time around.

- Judy Kovach

WASHINGTON, D. C.

One of our veteran employees, Miss Helen Schultze, retired after 38 years of service to enjoy the Florida sunshine. We have since heard from Helen and she has informed us that she is now Mrs. John Cunningham. Congratulations and our very best wishes to Helen!

Alice Robrecht, formerly assistant cashier, has been transferred to the booking department to cover the desk formerly handled by Helen.

Mrs. Jimmieola Becker has rejoined our staff. Jimmy was with us when we previously had Regional Accounting in this office. Welcome back, Jimmy, it is good to have you with us again.

Congratulations are in order for David Gillis. David, son of Mr. and Mrs. Herbert Gillis, was graduated from American University, Washington, D. C., on June 14, receiving a BA degree.

We are looking forward to a successful run of "Family Jewels," which should give us a good summer send-off.

I am pleased to advise that Mrs. Krassner is now recovering nicely from her recent operation and is convalescing at home.

- Bill Fischer

JACKSONVILLE

We recently screened two outstanding Paramount releases, "Sons of Katie Elder" and "Harlow." According to all comments we've got two big "winners"!

Betty Rook, who was in an automobile accident April 4th near Dothan, Alabama while on vacation, is back with us. We really missed her and are all happy to have her back. Welcome home, Betty!

Because our "Pep Club" is so popular, we have collected so much money that we all decided we must have a summer get-together; about which we will advise later.

- Bob Mikell

DES MOINES

Patricia Tantillo, booker's steno, has just returned from her vacation and to announce that her wedding day will be October 2nd.

We all are keeping busy with the release of

NEW YORK - Paramount branch manager Myron Sattler (left) hosted eminent circuit head Harry Brandt and Mrs. Brandt at the RKO-86th Street sneak preview of "Harlow." At right is Mrs. Brandt's sister.



THIS IS YOUR HARLOW



DALLAS, Texas - Producer Joseph E. Levine revealing the nationwide showmanship plans for "Harlow" at the special theatremen's advertising-merchandising session here on June 21st. Others on the dais, l to r: Tom W. Bridge, southwest division manager; Joseph Friedman, Paramount director of advertising and publicity; and Raymond Willie, president, Interstate Theatres of Texas.



DETROIT - Glimpsed at the recent showmanship strategy meeting on "Harlow." Left to right: Thomas F. Duane, Paramount branch manager; Joseph E. Levine; Lou Wisper, Wisper & Wettsman Theatres; John Gentile, sales manager, Paramount Detroit branch.

"Girls On The Beach," "Moll Flanders," "Family Jewels," "In Harm's Way," and "Circus World" all being at about the same time. We are awaiting for both "Harlow" and "Sons Of Katie Elder" to open in this part of the territory and to "big business."

We were all saddened by the death of a former Paramount salesman, Pearl Robbins, who had retired from the company.

O B I T U A R Y

ASHLEY BATE

We note with deep sorrow the passing, in London, of Ashley Bate, for many years a member of the Paramount sales force in Britain. Mr. Bate, a widely-known and greatly respected member of the film industry, died of a heart attack at his home in Worthing on June 29th. He leaves a wife and a son, to whom we extend sincere condolences.

Mr. Bate joined Paramount on March 17th, 1919, and retired on September 3rd., 1956.

INTERESTING PARAMOUNT EVENTS IN THE U. S. A. AND CANADA



PHILADELPHIA - Some more of Johnny Kane's candid Polaroid shots of Pennsylvania showmen taken during the recent visit of Ernest Sands and Hugh Owen. Above, l to r: Henry Milgram (Milgram Theatres), Norman Falk (Stanley Warners), Edward Potash (Hellman Theatres) and Hugh Owen in centre background.

At top: Bob Molson (Stanley Warners), Roy Sullender (Tri-State Theatres), Elmer Hirth (Boyd Theatres), William Yurasako (Ellis Theatres).

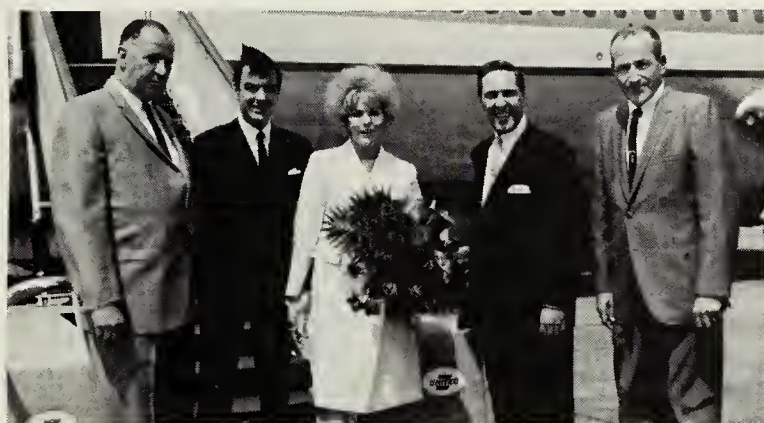
Any housewife will tell you that the hardest meal for her to get is breakfast in bed.



HOLLYWOOD - Fellow workers - producers, directors and stars - were delighted over the 10-picture contract made between Paramount Studios and action-film producer A. C. Lyles. Above, Mr. Lyles is congratulated by ace producer Hal Wallis, at left, and Tony Curtis, co-star in Mr. Wallis' production of "Boeing-Boeing."



ATLANTA, Georgia - In this city, Kim Novak and her leading man-husband, Richard Johnson, were guests of the city at the Capitol City Club. Many exhibitors and Paramount executives were also present, and the event was responsible for wide press, radio and TV coverage. Shown with the guests of honor above are, at right, Ed DeBerry, Southern division manager and, at left, Gordon Bradley, Atlanta branch manager.



NEW ORLEANS - On hand to greet Kim Novak and Richard Johnson, her husband, were Billy Briant (left), Paramount branch manager, and Joseph Di Rosa, president of the New Orleans City Council and, at right, Kermit Carr, president of Paramount-Gulf Theatres.



"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"
"HARLOW"



DAYTONA BEACH, Florida - Proud of the fact that their motel establishment had been selected as the living quarters base for the local shooting of scenes for the Howard Hawks company making "Red Line 7000," Holiday Inns of America displayed the fact for all travelers to see.



Official Photograph U.S. Navy

PENSACOLA, Florida - During her "In Harm's Way" visit to the Naval Air Basic Air Training Command here, co-star Barbara Bouchet also boarded the USS Lexington and was particularly interested in the very inspiring combat history of this renowned United States aircraft-carrier.

It is said in the motto-world that "One Good Turn Deserves Another." So do that good turn by turning the page, and you'll get what you deserve --- a spread of good news about 1965's great global successor to "The Carpetbaggers."

HARLOW

...IF PENT-UP ENTHUSIASM,
AND ALL-FIRED SALESMANSHIP
WE DID WITH "THE CARPETBAGGERS"
COMPARED WITH WHAT WE WILL

DIVISIONAL MANAGERS DELIGHTED

Just as soon as edited prints were ready, they were rushed by air to the international division managers in London, Paris, Sydney, Mexico City and Hongkong. The reactions were instantaneous and electrifying. Russell W. Hadley, Jr. cabled from London (and this was of course before the sizzling screening at the Levine event in Blackpool): SCREENED "HARLOW" AND AM DELIGHTED. THINK IT HAS BIG BUSINESS POSSIBILITIES THIS TERRITORY. ALL SET MIDNIGHT SCREENING BLACKPOOL CONFERENCE. When Sydney's print was screened, Robert L. Graham telephoned his unbounded delight to New York. In a following letter to Milton Goldstein he said: "We have had the great pleasure and excitement of screening it (HARLOW) for the Greater Union Theatres boys and ourselves and I can tell you that the reaction here is the same as that generated in New York. There can be no doubt but that this is a real box office attraction...." From Hongkong, Svend A. Henriksen cabled: HAVE JUST SCREENED "HARLOW." BIGGEST SURPRISE FOR MANY YEARS. BEST DRAMA WE EVER HAD. EXCELLENT CAST WITH EACH ACTOR PERFECT. WILL DO AS WELL IF NOT BETTER THAN "CARPETBAGGERS." ALL VERY ENTHUSIASTIC.

To round out the quintette of global reactions, there has been Henri Michaud's glowing letter to New York detailing the impact of the picture on the staff, and outlining the logistics of getting the picture into release. In his letter to all territories in his Continental Division he ended with this observation: "I am certain that none of us would want Mr. Levine to get the impression that we 'got lucky' with our all-out handling of 'The Carpetbaggers'. Therefore, let us make up our minds to show him that, given another of his great box-office pictures, Paramount can do even better for 'Harlow'."

As for the staff reaction in Paris, Mr. Michaud wrote to Milton Goldstein: "As you know, we screened 'Harlow' yesterday afternoon and immediately thereafter called you on the telephone. As I am writing this letter, the excitement has not subsided and we are indeed most delighted with the potential of this picture....."

'Oscar' Forecast

On June 10th, Charles Boasberg, general sales manager, wired his U.S. and Canadian branch managers as follows:

THE MOTION PICTURE EDITOR OF THE SAN DIEGO (Calif.) UNION SAW A SNEAK PREVIEW OF "HARLOW" LAST FRIDAY NIGHT. I AM QUOTING VERBATIM WHAT HE SAID IN HIS NEWSPAPER. "ONE OF THE PLEASURES OF THIS OCCUPATION IS LEAVING A THEATRE HAVING BEEN ENTERTAINED BEYOND ONE'S EXPECTATION. THAT IS THE CONDITION IN WHICH THIS WRITER LEFT THE FOX THEATRE ON FRIDAY FOLLOWING THE PREVIEW OF JOSEPH E. LEVINE'S "HARLOW." UNLESS VASTLY SUPERIOR FILMS APPEAR IN THE NEXT SIX MONTHS, "HARLOW" COULD BE STRONG IN THE OSCAR NOMINATIONS, WINNING THE PUBLIC'S ATTENTION WITH QUALITY RATHER THAN THE NOTORIETY WHICH HAS BEEN ANTICIPATED BY SOME."

Closing of the quintette of global reactions was effected on June 23rd, when Henry B. Gordon saw "Harlow" in Home Office and immediately cabled all of his Latin American territories: HAVE JUST SEEN "HARLOW - LA VENUS PLATINADA. SURPASSES ALL MY EXPECTATIONS. PICTURE WILL UNDOUBTEDLY BE TALK OF THE TOWN AND WORD OF MOUTH PUBLICITY WILL BE SENSATIONAL. PLEASE KEEP ME FULLY INFORMED ABOUT ALL DETAILS OF RELEASES AUGUST OR SEPTEMBER. OUTSTANDING PUBLICITY UNDER WAY.

From the word 'Go' in

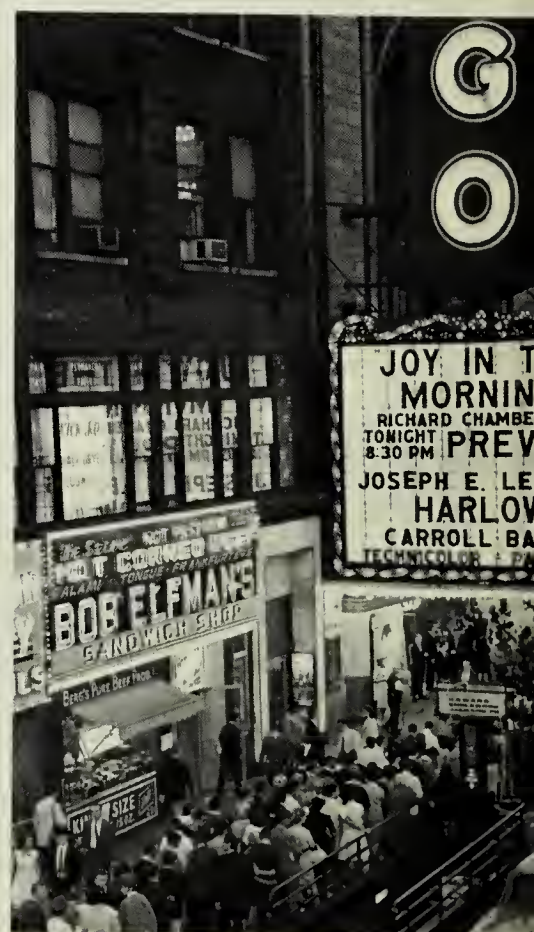
THEY WILL



HOLLERING FOR "HARLOW" IN CHICAGO

This double-spread in Variety shows a minimum of wordage and a maximum of what happened at the Chicago Theater of June 18th. Under at least a dozen queues, this is what is going to happen all around the world.

The pressbook for "Harlow" is perfect. Packed with usable material, the Golden Opportunity For Showmen, is symbolic of the harvests that the producer and distributor will reap.



CHICAGO - Long before 8:30, crowds started lining up at the theater for what proved to be an enormous preview of "Harlow."

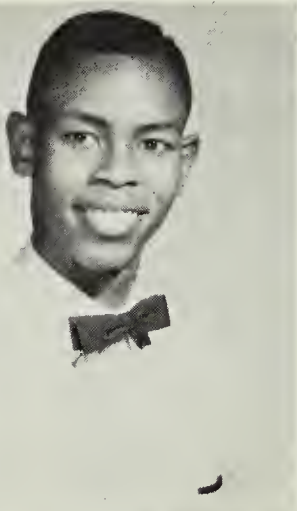
HOME OFFICE NEWS ITEMS

That fine coat of tan being sported by Paramount's Medical Officer, Dr. Leon J.

Warshaw, is proof that he has stored up an extra fund of energy for the big Fall tasks ahead.

Evelyn Seeff, secretary to publicity manager Hy Hollinger, is back from a fabulous visit of three weeks to Israel. Her office tasks were pleasantly and ably handled by Candy Cohen during her absence.

Since 1924, Adolphus Harriott has been a loyal and competent Home Office employee. Mr. Harriott is wearing a big hat these days because of his grandson, Charles A. Walwyn, Jr. On June 13, 1965, Charlie graduated with honors from Cardinal Spellman High School, New York City. He was Senior Class President, Captain of the track team and a member of his school's relay team in the 1964 and 1965 Penn Relays at Philadelphia. He was also a member of the choir at Saint Patrick's Cathedral, New York City. His picture appeared in the May 20, 1965 issue of the Catholic News as he accepted, from the Rector of Catholic University of America, second trophy won by his school's team in the University's invitational track meet in Washington, D.C. Charlie, who is pictured at the right, was awarded scholarships at New York University, Colgate University and Cornell University. He accepted the New York University award. Three cheers for Charles Alexander Walwyn, Jr., and his grandfather, Adolphus "Paramount" Harriott. - G.B.



Gertrude Pierce, a dedicated Paramount WOMPI, wishes us to express the thanks of all Paramount WOMPIs, their fellow Paramounteers and friends for their participation in the prize-drawing at the Tavern on the Green on June 22nd last. Occasion was the Fifth Installation Dinner of the New York Club of the WOMPI. Although no Paramounteer was a prize-winner, one of Paramount's girls, Clarice Hausman, was the recipient of the coveted trophy, "WOMPI OF THE YEAR 1965," a high honor accorded her by her fellow WOMPIs.

Nice to see Australia's managing director, Robert L. (Bob) Graham around these parts on one of his official visits. He will also set up arrangements for the later visit of his publicity manager, Alan Wardrope, one of the winners in Joseph E. Levine's "Carpetbaggers" Contest.



THANK-U-GRAM

In recognition of the good you have done *June 23*

Dear Al: my sincere thanks for the "Paramount world," I can remember when my world was Paramount - some 30 yrs. back. A.C. Lyles was a mail room boy. Howard Krah was a 2nd ant. and I was a stock actor. I still own stock. Bob Cummings



In recognition of the good you have done

PS. Thanks for the invite - Tell Linda I'll drop by and take coffee break with you all some rehearsal day of "Wayward Stars". Speaking of C.B. - he and I had the same preventive medicine ideas and we had the same doctor and I still have him - Dr. Max Jacobson 8 E. 83rd - Bob

A REPLY FROM BOB CUMMINGS

We devoted last issue's Page 20 to a most interesting "Thank-U-Gram" message from Robert Cummings, co-star of the forthcoming "Promise Her Anything." We sent a copy of the issue to Bob, and above is his response. Note several things from this. a) He still owns Paramount stock; b) he's going to be in a Broadway show, so get your ticket orders in at once; c) his reference to "C.B." is of course to the late beloved Cecil B. DeMille, under whose auspices Bob received powerful screen recognition; d) Dr. Max Jacobson was the doctor who accompanied the "Ten Commandments" company to Egypt and who, in that capacity, rendered massive service to the unit.



the MAN in SPACE

HAS NOTHING ON US!

We have plenty of SPACE too, but need the MAN - or WOMAN! Get into orbit by joining that stellar group, the Paramount Pictures Club Bowling League and bowl with the stars.

EXERCISE! ENJOYMENT! RELAXATION! COMPANIONSHIP! is combined in one big package for a minimal sum. Find out why 39 million Americans enjoy bowling!

Our COLOSSAL PREMIERE is only ten weeks off and we still have a few openings so we must be doing something wrong. If you know what it is, contact Bob McKeown, Room 610, and he will attempt to correct it and provide you with a fresh application.

This imaginative announcement, which was given wide Home Office circulation, is Bob McKeown's appeal for more Bowling Club members.



PANAMA - Latin American division manager Henry B. Gordon has named Fritz Reimert (above) assistant manager of Paramount's Central America headquarters here. Peter Moreno is manager of the branch.

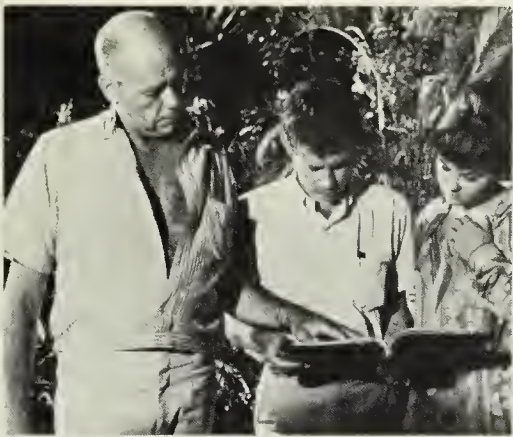


LONDON - Lord and Lady Westwood are greeted by producer Joseph E. Levine at Paramount's supper party arranged in connection with a midnight screening of "Harlow."



MILTON GOLDSTEIN (above), assistant to the president of Paramount International Films for special productions, has this month been engaged on an extensive tour of the South African territory in the interests of future releases.

LONDON - Attending the Plaza premiere of "Harlow" were Mr. and Mrs. Cy Endfield. He recently directed "Sands of Kalahari" for Paramount world release.



MONTEGO BAY, Jamaica, West Indies - Backgrounded by the lush and lovely vegetation of this Paradisical isle, director Richard Quine points out their lines for the next day's shooting to co-stars Robert Morse and Barbara Harris. The film? None other than the marathon-titled "Oh Dad, Poor Dad, Mama's Hung You In The Closet and We're Feelin' So Sad."

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



Not to be overlooked in the multiple kudos being handed out for the success of "Harlow," is wizard scripter John Michael Hayes (above), who took a very difficult subject and turned it into an intriguing, absorbing motion picture of world-wide general interest.



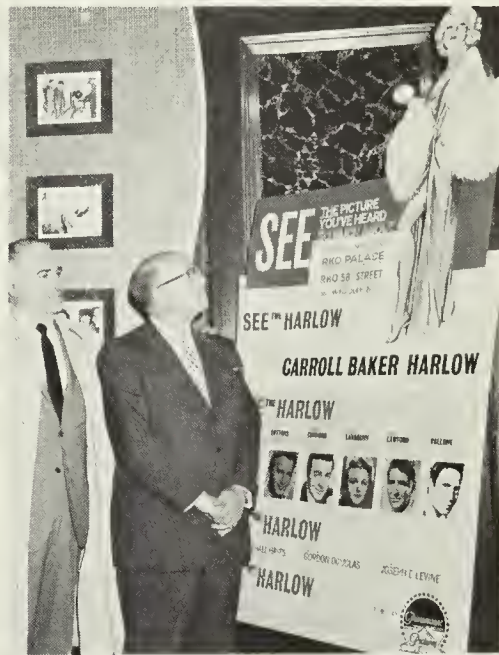
HOLLYWOOD - Producer Hal Wallis confers with co-star Tony Curtis on the set of his comedy production, "Boeing-Boeing."



NEW YORK - Attending the RKO-86th Street preview of "Harlow" were Mr. and Mrs. Ernest Sands (he is asst. gen. sales manager of Paramount Film Distributing Corp.), at left, and Mr. and Mrs. Harry Fox of New York.



LONDON - Seen at the Plaza Theatre "Harlow" premiere - Paramount managing director Russell W. Hadley, Jr., at right, and Max Rosenberg, producer of the Paramount releases, "Dr. Terror's House Of Horrors" and "The Skull."



NEW YORK, NY - An eminent attendee at the RKO-86th Street sneak preview of "Harlow" was Harry Mandel, president of RKO Theatres. With him, at left, is Paramount's New York branch manager, Myron Sattler.



HOLLYWOOD - The Paramount Studio has set up a regular Tour Guide department, and here is its personnel. The attractive young ladies, with trade marked berets and jackets, are, 1 to 3: Louise Rolapp, Heather MacRae and Edie Baskin. The tall handsome young man is Ken Goodfried. (Our thanks to Terry Wooley for sending the photo).

LONDON - Suzanna Leigh, her fine work in Hal Wallis' "Boeing-Boeing" completed, returns to her native city, a 7-year film contract in that handbag.

MÊS ADHEMAR DRIVE DA ESPONTANEIDADE

HOMENAGEM DOS EXIBIDORES BAHIANOS AO **SNR. ADHEMAR LEITE CESAR**

NOVO DIRETOR GERAL DA PARAMOUNT NO BRASIL ★ 4 DE JUNHO A 4 DE JULHO ★

Cine CAPRI:- 7-6:- "QUEM ANDA DORMINDO EM MINHA CAMA" 28-6:- "A QUEDA DO IMPÉRIO ROMANO"	Cine EXCELSIOR:- 14-6:- "O PREÇO DE UM PRAZER" 21-6:- "CHAGA DE FOGO" 28-6:- "ZULU"
Cine PAX:- 7-6:- "PROFESSOR ALOPRADO" 21-6:- "BANDOLEIRO SOLITÁRIO" 28-6:- "ZULU"	Cine ROMA:- 28-6:- "ZULU"
Cine NAZARÉ:- 21-6:- "SERESTEIRO DE ACAPULCO" 28-6:- "SETE DIAS DE MAIO"	Cine ALIANÇA:- 21-6:- "CHOREI POR VOCÊ" 28-6:- "HOMEM DE DUAS CABEÇAS"
Cine OCEANIA:- 14-6:- "O HOMEM DE 2 CABEÇAS" 21-6:- "BONEQUINHA DE LUXO" 28-6:- "A FACE OCULTA"	Cine S. JORGE:- 14-6:- "SERESTEIRO DE ACAPULCO" 28-6:- "PROFESSOR ALOPRADO"
ITABUNA:- "TUDO PELO TEU AMOR" "PANORAMA VISTO DA PONTE" "O PREÇO DE UM PRAZER"	CONQUISTA:- "SETE DIAS DE MAIO" "SEM LEI E SEM ALMA" "PANORAMA VISTO DA PONTE"
ILHEUS:- "O MAIOR ESPETÁCULO DA TERRA" "BONEQUINHA DE LUXO" "ROSAS DE SANGUE" "TRIBUTOS DE SANGUE"	FEIRA DE SANTANA:- "ROSAS DE SANGUE" "INFERNO É PARA OS HERÓIS" "O MENINO AVENTUREIRO" "O CERCO DE SYRACUSA"
S.º AMARO:- "O HOMEM DE 2 CABEÇAS" "ALAGOINHAS" "BONEQUINHA DE LUXO"	

RIO DE JANEIRO - This expressive advertisement is from a newspaper of Bahia (Brazil) and represents another fine tribute to the esteem and popularity enjoyed by Adhemar Leite Cesar, general manager for Brazil. The ad was accompanied by the following message from Fred Sill, assistant general manager:

Shortly after Adhemar Cesar's promotion to the position of general manager for Brazil was announced, our branch managers got together among themselves and decided that they would all join in a special one-month sales drive, in a fitting tribute to Adhemar.

The Cincinnati Enquirer advises that something else the historians haven't explained is what interrupted a bath before the telephone was invented.

BELOW

LONDRINA, Brazil - We are advised that Exhibitor Orlando Peserini, director of Cinema Ouro Verde, mounted this wonderful display for "The Fall Of the Roman Empire" six weeks in advance of the great film's opening. The display created a great deal of favorable comment and undoubtedly contributed to the film's successful engagement.

"HARLOW, A VENUS PLATINADA", É MAGNÍFICA PARA O PÚBLICO E ATRAENTE PARA O EXIBIDOR

Temos que percorrer para trás um longo caminho para encontrar uma outra produção Paramount que tem eletrizado os membros da nossa organização. Em todas as exhibições para o pessoal do nosso escritório central, e das agências, a produção de Joseph E. Levine têm provocado o mais tremendo e inusitado entusiasmo. Não há uma só nota dissonante. Dos paramounteses do estrangeiro, que já viram o filme, têm chegado para nós o eco do mesmo entusiasmo. E de todas as exhibições especiais para exibidores, através dos Estados Unidos e Canadá, a estória é a mesma -- o filme é aguardado com o maior interesse e expectativa, mas, quando o mesmo é exibido, todos os outros



sentimentos abrem alas para dar passagem às emoções.

Durante a terceira semana de junho, o presidente George Weltner esteve em Londres, onde viu as versões completas e as quase completas de O ESPIÃO QUE VEIO DO FRIO, A DELICIOSA VIUVINHA, KIN RODELO, JUDITE e de muitas outras produções Paramount. Uma reportagem sobre esta visita aparece numa outra página.

Também na Europa, ao tempo em que esta edição estava sendo preparada, encontrava-se Howard W. Koch, vice-presidente e Chefe de produção dos estúdios. Conforme informamos algures, era sua intenção permanecer na Inglaterra e outros países da Europa, durante quatro semanas, inspecionando as equipes da Paramount que lá se acham em trabalho, à procura de argumentos para filmar e observando a atuação de artistas do palco, da tela e da televisão, que possam, num destes dias, aparecer na lista de personalidades da Paramount. Esperamos ter notícias das descobertas feitas por essas equipes para divulgá-las em nossas edições. Por falar neste assunto, dentro em breve deveremos publicar um longo artigo a respeito de Mr. Koch e da grande quantidade de produções excepcionais que ele trará para a Paramount.

Provas concretas podem ser encontradas neste número do grande prestígio dado à Paramount através da nossa participação no Festival Cinematográfico de São Sebastião, na Espanha. Nossos filmes A PROVA DO LEÃO e AS AVENTURAS AMOROSAS DE UMA RUIVA foram alvo ali de significativas honrarias e laurels, a despeito do fato de ambas serem exibidas Hors Concours. Todos os presentes foram unânimes em declarar que se o filme de Kim Novak tivesse sido exibido concorrendo a prêmios, por certo teria conquistado o prêmio máximo de sua categoria.

Uma exibição prévia feita nos Estados Unidos, da poderosa produção de Hal Wallis, OS FILHOS DE KATIE ELDER, veio demonstrar que o veterano produtor de grandes obras do gênero western, como DUELO DE TITÃS e SEM LEI E SEM ALMA, surge agora com um novo quebrador de recordes de bilheteria. John Wayne é ainda o maior como atração do público, e Dean Martin, a seu lado, é uma verdadeira surpresa dramática, vivendo movimentado papel.

Convidamos nossos leitores a olhar com a máxima atenção este número e ver a enorme variedade de notícias que estamos aptos a divulgar. Não se trata apenas do definitivo anúncio da nova Produção, na página 9, ou das notícias referentes a HARLOW, A VENUS PLATINADA, nas páginas 20 e 21, mas sim de todos os demais informes que lotam todas as nossas 40 páginas. Em vista do que era a situação da Paramount, há poucos anos atrás, achamos que nossos leitores poderão bem adivinhar, ao ler as notícias do nosso atual e do próximo Programa, o tremendo trabalho desenvolvido pelo nosso Presidente no ano passado, tornando nossa Companhia virtualmente invulnerável no mundo dos filmes campeões-de-bilheteria. Tudo o que realmente precisa agora ser feito, é darmos ao nosso Presidente o máximo de nossos esforços no sentido de obter, no mundo inteiro, as melhores datas, as melhores condições e os melhores lançamentos, de maneira a que estes filmes realmente grandiosos produzam rendas compensadoras.

LATIN-AMERICAN SHOWMANSHIP CONTINUES TO BE TOPS

New Peru Mgr.



JOEL HART

Joel Hart, who has been named successor to Lennart Bjorck as manager for Peru, was born and raised in New York City. In 1937 he was graduated from C.C.N.Y.

During World War II he was continuously active as a combat photographer from 1942 to 1945. In January 1946 he was with 20th. Century-Fox in their New Haven (USA) branch prior to going to Chile as assistant manager. From 1948 to 1953 he was 20th-Fox manager in Peru. In 1954 he became United Artists manager for Cuba, remaining there until 1957, when he became U.A. manager for Mexico, which post he held until his present managership in Lima.

We give you, in his own words, Mr. Hart's family data: "I have three children, Richard 18, Elizabeth 17, and Jonathan 12. The first two were born in Chile and the youngest in Peru. Richard at the present time is attending Yale University in New Haven, and the two younger children are living with us in Lima. My wife, Leila Nathan (maiden name) was also born in New York City, and is a graduate of Brooklyn College."

A warm welcome to Paramount for all of the Harts!



BUENOS AIRES - Attention-getting front of the Normandie for "Robinson Crusoe on Mars," which Paramount managing director Andrés Sanz advises "did very well."



BOGOTA, Colombia - Paramount manager Victor Cortes, who never misses a showmanship bet, used all of his office's outdoor display space for "Zulu" when that production went into local release. (The space has since been used for all subsequent release attractions).

Samuel Bronston's production of "The Fall of the Roman Empire" has concluded its wonderful 20-weeks engagement at the Rio Branco Cinema in São Paulo and has gone into general release in six (6) theatres.



BOGOTA, Colombia - Jerry Lewis as "The Patsy" had a most successful 3-theatre engagement here at the Mogador (above), San Carlos and Miramar. In reporting the event, manager Victor M. Cortes said: "The results were excellent and after two weeks of exhibition, 'The Patsy' came very close to the figures made by our top pictures, such as 'Seven Days In May,' etc."



MEXICO CITY - Superb standee for "Zulu" in the lobby of the Mexico Theatre. The Joseph E. Levine production opened there June 24th to a resounding success, as details in other columns attest.



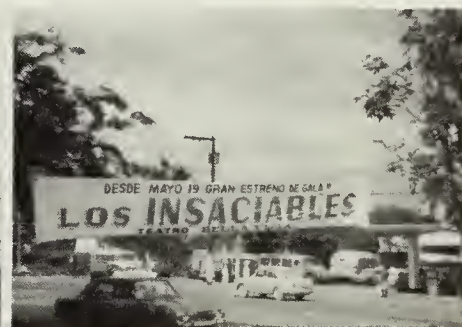
MEXICO CITY - Colorful and thoroughly intriguing lobby display for "The Carpetbaggers" in the spacious lobby of the Internacional Theatre here. The Joseph E. Levine production is currently playing there to truly fantastic business.

RIGHT

PANAMA - A superb and thoroughly comprehensive campaign of practical showmanship was registered by Paramount manager Peter Moreno when "The Carpetbaggers" brought droves and droves of local picturegoers to the Bella Vista Theatre recently.

Peter himself completed the job by personally photographing the showmanship accomplishments, four panels of which we show at the right.

Latin American division manager Henry B. Gordon paid high compliment to this particular campaign when he was in New York recently.



WITH HOWARD W. KOCH IN EUROPE



LONDON - Mr. and Mrs. Howard W. Koch with Stuart Whitman at the Plaza Theatre premiere of "Harlow." Mr. Whitman, at right, recently returned from South Africa where he had a co-starring role in the Joseph E. Levine production, "The Sands of Kalihari," which Paramount will release in a couple of months.

BELOW
Howard W. Koch, centre, with Andre Pieterse, right, and Hein Louw. Mr. Pieterse is managing director of Ster Films, distributor of Paramount Pictures in the Republic of South Africa. Mr. Louw is a member of the Company's board of directors.

For almost four weeks, in June and early July, Howard W. Koch, Paramount vice-president and production head, visited London, Paris and Rome in the interests of current and forthcoming films. He also appraised all international product generally, viewed new performers, talked with writers and producers and gained a comprehensive insight into the new needs of both exhibitors and audiences.

Also, he was able to see at first hand the workings of many facets of Paramount International's operations in the countries visited. Interviewed in New York on his way back to Hollywood, he had nothing but the highest praise for the performances and personalities of the Paramount personnel he met with. He now knows beyond question that any and all product coming from our studios will be accorded one hundred percent attention in every facet of sales, distribution and exhibition.

Academy Award-winning cinematographer Joseph Ruttenberg is filming "The Oscar," which went before the cameras at Paramount Studio on July 12th, with Clarence Greene producing and Russell Rouse directing. Ruttenberg recently photographed "Harlow," and has won Academy Awards for four pictures and nominations for 6 other films.

Joseph E. Levine is executive producer for "The Oscar."

oooooooooooo

"BOEING-BOEING" BRINGS CHRISTMAS IN JULY

The product is really rolling!

Hit after hit is coming from our vital, pulsing, creative production unit, powerfully substantiating the editorial printed on Page 2.

Newest contribution is Hal Wallis' zippy, tangy filmization of the uproariously comic "Boeing-Boeing," with Jerry Lewis, Tony Curtis, Thelma Ritter and three bedazzling international beauties in the lead roles.

General sales manager Charles Boasberg saw the completed picture on July 9th, and immediately fired off the following telegram to all branch managers in the U.S. and Canada:

MERRY CHRISTMAS AND A HAPPY NEW YEAR! I AM A LITTLE PREVIOUS, BUT I JUST SAW THE GREATEST HOLIDAY ATTRACTION I HAVE SEEN IN YEARS....

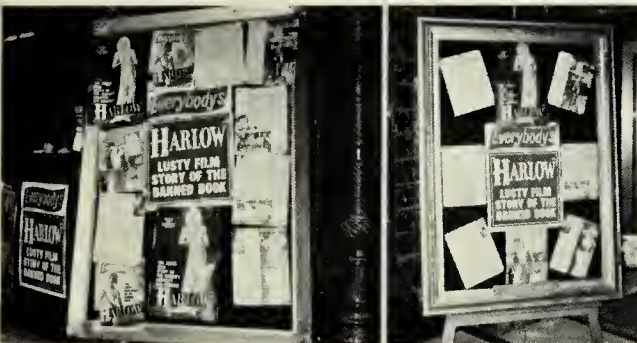
"BOEING-BOEING" IS ABSOLUTELY SENSATIONAL. JERRY LEWIS IN A STRAIGHT COMEDY PART FOR THE FIRST TIME IS EQUALLY AS GOOD AS TONY CURTIS AND THELMA RITTER IS JUST TERRIFIC. THE EXHIBITORS WHO PLAY "BOEING-BOEING" WILL HAVE A MERRY AND A HAPPY HOLIDAY. THIS IS IN NO WAY A LEWIS PICTURE AND WAS NOT MADE FOR THE KIDDIES. THEREFORE THE PICTURE SHOULD BE PATTERNED FOR LONG ENGAGEMENTS. REGARDS

- CHARLES BOASBERG

AUSTRALIA AWAITS THE "HARLOW" HURRICANE



LONDON - Australian exhibitor John Harvey, of Maitland, South Australia, at right, chatting with Michael Caine, star of the Paramount picture, "Alfie," on the set of the production. Michael Caine is well remembered for his portrayal of the disciplinary lieutenant in "Zulu."



SYDNEY - Two of the many provocative announcements in the lobby of the Prince Edward Theatre telling of the coming of the Joseph E. Levine-Paramount production of "Harlow."

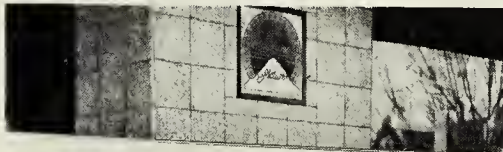
In addition to the massive TV and radio support given, the "Harlow" campaign has been enormously aided by Everybody's (weekly) Magazine, which has serialized the film's script and awarded the film several covers.

He Loves "Carpetbaggers"

CANBERRA, A.C.T. - School-boy Steven Alfafara must certainly be keen on "The Carpetbaggers" -- he's already seen the Paramount release 11 times in four theatres in two widely separated countries.

News of Steven's love affair with the Joseph E. Levine production came to light when he wrote to Paramount general sales manager Jack Edwards seeking news of further Paramount productions. The letter detailed how the lad had seen "The Carpetbaggers" four times at the Avenue Theatre in Manila, the Philippines; three times at the Sydney Prince Edward and four times at the Canberra Civic and Capitol Theatres.

Wrote Steven: "I didn't get bored, even for a second."



MELBOURNE - Branch manager Wes Loney apparently has seen to it that his branch has responded to the "Harlow" fever generated by the massive magazine serialization tie-up with Everybody's (weekly) Magazine.



SYDNEY - Plenty of 'book industry' push was put in back of the release of "Where Love Has Gone" in this territory. Here, Paramount advertising and publicity manager Alan Wardrope, at left, discusses the campaign and showmanship potential with George Davis, of Leutenegger and Company and Ralph Woodward, of Tudor Distributors.



In continuation of the showmanship campaign for "Where Love Has Gone," here is a section of the book publishing trade audience who previewed Joseph E. Levine's production in the Paramount Little Theatre. "Where Love Has Gone" has since premiered at Sydney's Prince Edward Theatre in the wake of the enormously successful "The Carpetbaggers," with results reported elsewhere in this issue.



SYDNEY - A practical extension of the policy of book cooperation shown at the top of this column is to be found in this comprehensive and wonderful window of the leading book emporium of Angus & Robertson. Paramount's participation in this display is provided by the following books: "The Carpetbaggers," "Where Love Has Gone," "The Spy Who Came In From The Cold," "The Sands of Kalahari," "The Amorous Adventures of Moll Flanders," "A House Is Not A Home" and "Dear and Glorious Physician."

Sydney's ATN-7-TV Telecasting "The Best of Harlow"

In an ace showmanship coup, Sydney's ATN Channel 7 is currently running a series of original Jean Harlow films to tie in with Paramount's release of Joseph E. Levine's "Harlow" at the Prince Edward Theatre later this month. Films have been slotted into prime Saturday evening time. A guessing contest has been linked with their showings, with the grand prize a Pacific Ocean tour. Other prizes are tickets for the special preview showing of "Harlow" at the Prince Edward, when television stars and other show business personalities will arrive in 'vintage' cars from the "Harlow" era.



25-Year Club Ceremony in Mexico

MEXICO CITY - This gay party shot represents part of the colorful induction of Paramounteers Mario Escalante Zea, Antonio Hernandez and Luis Gonzalez into the world-wide Paramount 25-Year Club. In the picture also are older members of the club who will be indicated in (*) this fashion.

Shown l to r: Mexico manager Enrique Molina R., Henry B. Gordon, Latin American division manager; Carlos Escalante(*), Mario Escalante Zea, Maximino Molina, General Secretary of the Syndicate; Antonio Hernandez, Francisco Ledesma (*), Enrique Mascarua (*), Luis Gonzalez, Alejandro Aguirre, Hector Menchaca Nuñez, accountant; Vicente Ortiz Wagner and Guillermo Corona.



Mexico City's 25-Year Club cake. Lettered at the top are the names of the three new members --- Luis Gonzalez, Mario Escalante and Antonio Hernandez. On the layer beneath "25 años" is the Paramount trade mark.



BOGOTA, Colombia --- Very effective Paramount standee for Jerry Lewis as "The Patsy" in lobby of the Mogador Theatre here.

"HARLOW" ES UNA MAGNIFICA ATRACCION PARA EL PUBLICO Y LOS EXHIBIDORES

Es preciso retroceder mucho para poder encontrar otra producción Paramount que así haya conmovido a los componentes de nuestra Organización. En todas las proyecciones efectuadas en las oficinas de la Central y de las Sucursales la producción de Joseph E. Levine ha levantado un tremendo entusiasmo, algo que es difícil expresar con palabras. No ha habido ni una nota disonante. Noticias procedentes de los Paramountistas de Ultramar que han visto la película expresan la misma satisfacción. En las páginas 20 y 21 consta mucho de todo esto. Y lo mismo ocurre en todas las exhibiciones especiales dedicadas a los exhibidores que se han realizado en los Estados Unidos y Canadá... la película era esperada con la mayor expectación, pero, en cuanto fue exhibida, la emoción superó todo lo previs-

"Store" Tops "Cleo."

Chile manager Juan Laupheimer reports from Santiago that the opening week of the Jerry Lewis comedy, "Who's Minding the Store?" at the Velarde Theatre, Valparaíso, topped in receipts the opening week of "Cleopatra" in the same theatre. What is even more noteworthy is the fact that the admission prices for the Elizabeth Taylor film were scaled 33% higher, which meant fewer actual attendees for that film than for the Jerry Lewis one.

to.

El presidente George Weltner estuvo en Londres durante la tercera semana de Junio y allí visionó las versiones montadas y sin montar de "El Espía que Surgió del Frio", "Promise Her Anything", "Kid Rodello", "Judith" y otras varias producciones Paramount. En otra página hallarán un informe de su visita.

También se encontraba en Europa mientras se preparaba la presente edición Howard W. Koch, vicepresidente y jefe de los Estudios y la producción. Como se informa en otra parte, su propósito era permanecer en Gran Bretaña y Europa durante cuatro semanas con objeto de inspeccionar los equipos de producción en plena labor, buscar posibles propiedades y aquilatar el trabajo de las personalidades del teatro, la pantalla y la Televisión que algún día pueden figurar en la lista de personalidades de la Paramount. Esperamos tener informes de los resultados obtenidos en este número o en el próximo. Uno de estos días, pronto, esperamos poder redactar un extenso artículo sobre el señor Koch y la gran energía productora que ha traído a Paramount.

En este número hallarán pruebas del gran prestigio a favor de Paramount conseguido gracias a nuestra participación en el Festival de Cine de San Sebastián, España. Nuestras producciones "The Naked Prey" y "The Amorous Adventures of Moll Flanders" cosecharon grandes honores y alabanzas a pesar del hecho de que fueron presentadas "fuera de Concurso". Incluso se consideró que si la película de Kim Novak hubiera sido presentada a concurso muy bien pudiera haber ganado el máximo galardón de las de su clase.

Una proyección anticipada de la poderosa producción de Hal Wallis "The Sons of Katie Elder" realizada en los Estados Unidos ha demostrado claramente que este taquillero productor de grandes filmes ha logrado un batidor de records que puede codearse con "Gunfight At The O.K. Corral" y "Last Train From Gun Hill". John Wayne sigue manteniéndose en la cúspide de los artistas aclamados por el público, en tanto Dean Martin nos depara una dramática sorpresa en su papel de luchador de extraordinaria dureza.

Deben estudiar concienzudamente este número en consideración a la gran cantidad de noticias de la producción que el mismo contiene. Con esto no se quiere indicar solamente el anuncio especial de la producción de la página 9 y las noticias acerca de "Harlow" de las páginas 20 y 21, sino todo cuanto se manifiesta en sus 40 páginas. En vista de cuál era la situación de Paramount hace apenas unos años, creemos que por lo que se publica sobre la actual y próxima producción podrán deducir el tremendo esfuerzo realizado durante el pasado año por nuestro presidente, haciéndonos virtualmente invencibles en el mundo de las películas taquilleras. Lo que realmente se necesita ahora es que le apoyemos con decisión para asegurarnos de que, a lo ancho del mundo, estamos haciendo la más completa distribución y el aprovechamiento económico total de estas películas verdaderamente potentes.

Tough Job



JAMES WONG HOWE

Academy Award cinematographer James Wong Howe, currently filming Paramount's contemporary suspense story, "Seconds," has been assigned the additional task of photographing a 16mm "amateur" film to be used in the motion picture to black-mail star Rock Hudson.

"This is the toughest job I've ever had," Howe told producer Edward Lewis and director John Frankenheimer. "Here I spend a lifetime perfecting my art and I'm asked to turn out an amateurish piece of work. I just don't know how," said the renowned cameraman.

Howe, along with a cast including Salome Jens, Jeff Corey, Richard Anderson and Wesley Addy, have completed filming of scenes of "Seconds" in Paramount's Hollywood Studios and are now shooting scenes in and around New York City and Westchester County.

Sign in Hongkong used car lot: "We pay highest prices for cars we buy. We get the lowest prices for cars we sell. How we stay in business? We lucky!"



NEW YORK - Milton Goldstein (r.), assistant to the president of Paramount International in charge of special production sales, and Henry B. Gordon, Latin-American division manager, are in agreement on the point that the colorful standee they are admiring will be a massive contributor to the Latin-American success of "Harlow." Standee was created by Paramount International's publicity and advertising department through the joint efforts of Armand Cardea and Hy Smith.

"HARLOW" E' UNA VERA DELIZIA SIA PER IL PUBBLICO CHE PER GLI ESERCENTI

Occorre risalire molto indietro negli annali della nostra storia per trovare un altro film Paramount che sia talmente piaciuto a tutti i membri della nostra organizzazione. Ad ogni proiezione di HARLOW alla sede centrale di Nuova York o in qualsiasi agenzia, questa produzione di Joseph E. Levine desta ondate di schietto entusiasmo da parte di tutti, senza eccezione. E la stessa splendida reazione ci è pervenuta da tutti i paramountisti d'oltremare che hanno avuto occasione di vedere il film, come leggerete a pagine 20 e 21 di questo numero. D'altro canto la medesima cosa è capitata e tutte le visioni speciali destinate ai clienti degli Stati Uniti e Canada: il film era atteso col più vivo interesse ed è stato accolto ogni volta con immenso entusiasmo.

Durante la terza settimana di giugno, il presidente George Weltner che si trovava a Londra ha veduto THE SPY WHO CAME IN FROM THE COLD, PROMISE HER ANYTHING, KID RODELO, JUDITH e diverse altre nostre pellicole, prima e dopo il montaggio. In altra parte del presente numero troverete una relazione su questa sua visita.

In Europa, mentre andavamo in macchina, si trovava anche Howard W. Koch, vice presidente e capo dello studio e della produzione. Come vedrete altrove, egli contava passare quattro settimane in Gran Bretagna e Continente d'Europa per un giro d'ispezione delle nostre produzioni

in corso, nonché per cercare nuovi soggetti e nuovi elementi artistici sia di teatro che di cinema e televisione che possano interessarci e diventare eventualmente un giorno artisti della nostra Casa. Vi terremo al corrente sul risultato delle sue ricerche, in questo numero e nel prossimo. Infatti, ci ripromettiamo di scrivere presto per voi un lungo articolo su Mr. Koch e sull'impulso ch'egli ha dato alla produzione delle Paramount.

Questo numero vi darà anche un'idea del prestigio acquistato dalle Paramount con la sua partecipazione al Festival Cinematografico di San Sebastiano. I nostri due lavori THE NAKED PREY e THE AMOROUS ADVENTURES OF MOLL FLANDERS sono stati oggetto di grandi lodi ed onori sebbene fossero stati presentati "fuori competizione". Si è persino ritenuto che se il film di Kim Novak avesse partecipato alla competizione, avrebbe potuto vincere il primo premio nella sua categoria.

Una prima proiezione del formidabile nuovo film di Hal Wallis THE SONS OF KATIE ELDER ha chiaramente dimostrato che il famoso produttore di tanti film di cassetta ci ha ora dato un degno compagno di SFIDA ALL'O.K. CORRAL e IL GIORNO DELLA VENDETTA. Il protagonista principale, John Wayne, continua tuttora ad attrarre folle al botteghino, mentre Dean Martin si distingue in un ruolo divertente e drammatico nello stesso tempo.

Nello sfogliare questo numero pensate un momento alla quantità di pellicole di cui esso vi porta notizie. Con ciò non vogliamo solo riferirci al gruppo di film annunciati a pagine 9 e tutte le notizie che vi diamo su HARLOW a pagine 20 e 21, bensì anche a tutto il resto che vi diciamo ed annunziamo delle prime alle quarantesime pagine. Se si pensa a quella che era la situazione della Paramount qualche anno fa, vi sarà facile rendervi conto dei nostri articoli sul prodotto attuale e futuro del gigantesco lavoro compiuto quest'anno dal nostro presidente che ha fatto della nostra Casa un'organizzazione imbattibile nel mondo intero, in fatto d'incassi. Ciò che ora è veramente necessario è di dargli tutta la nostra cooperazione ed assicurarci che, nel mondo intero, questi grandi film siano espletati nel modo più intenso e proficuo possibile.

ROME - Depicted here is a simple but very effective showmanship angle worked here in connection with "Sylvia." Top jewelry stores were serviced with appealing (and fully captioned) photographs of Carroll Baker. All that the stores had to do was to supply silver frames and appropriate window placings.

This particular store is the establishment of Scotti, on Via Orifici, Milano.



"Harlow" Composer Signed

Noted composer-conductor Neal Hefti has been signed by producer Hal Wallis to write the music for "Boeing-Boeing," the Technicolor comedy starring Tony Curtis and Jerry Lewis.

Hefti composed the music for the currently sensationally successful "Harlow."



HOLLYWOOD - At the conclusion of "Harlow," Raf Vallone, co-starred in the picture, was host to an international press gathering in the Paramount studio restaurant. Here he discusses his role in the picture with Frederick Porjes, representing publications of Germany and Switzerland.....

A bee is never as busy as it seems; it's just that it cannot buzz any slower.

- Kin Hubbard



....and here the able and volatile Raf Vallone converses on "Harlow" with the very personable Trude Scherbaum, representing a number of Austrian publications.

Paramount's German publicists won a top showmanship prize with their work on "The Carpetbaggers." They say they'll top that with what they are planning to do with "Harlow"!

"DIE WELT DER JEAN HARLOW" - EINE GROSSARTIGE ATTRAKTION FÜR PUBLIKUM UND THEATER

Wir müssen weit zurückgreifen, um eine vergleichbare Paramount-Produktion zu finden, die die Angehörigen unserer Organisation so begeistert hat. Überall - in New York und den Filialen - hat die Vorführung dieser Joseph-E.-Levine-Produktion große und uneingeschränkte Begeisterung hervorgerufen. Der Beifall war einstimmig. Von den Paramount-teers in Europa und anderen Ländern kam dieselbe ungetrübte Begeisterung. Wir berichten darüber ausführlich auf den Seiten 20 und 21. Überall, in den USA und Kanada, anlässlich der Vorführungen für die Theaterbesitzer dasselbe Ergebnis: Der Film wurde mit Spannung und Interesse erwartet und nach seiner Vorführung mit großer Begeisterung aufgenommen.

In der dritten Juniwoche war Präsident George Weltner in London, wo er teils fertiggestellte, teils ungeschnittene Fassungen von DER SPION, DER AUS DER KÄLT KAM, VERSPRICH IHR ALLES, KID RODELO, JUDITH und einiger anderer Paramount-Produktionen sah. Einen ausführlichen Bericht finden Sie in dieser Ausgabe.

Während der Vorbereitung der Paramount-World von diesem Monat war Howard W. Koch, Vize-Präsident und Produktions- und Studiochef, ebenfalls in Europa. Wie an anderer Stelle berichtet wird, war vorgesehen, daß er sich vier Wochen lang in England und Europa aufhalten wird, um den Paramount-Produktionsstab bei der Arbeit zu inspizieren, sich nach möglichen neuen Stoffen umzusehen und Kontakte mit zuständigen Persönlichkeiten von Bühne, Leinwand und Fernsehen aufzunehmen, um sie eventuell für eine Zusammenarbeit mit Paramount zu gewinnen. Wir nehmen an, daß wir in dieser und der nächsten Ausgabe einen Erfolgsbericht veröffentlichen können. Außerdem werden wir in Kürze einen längeren Bericht über Mr. Koch und seine Produktionserfolge, die er für Paramount erzielt hat, verfassen.

Wir werden in diesem Heft auf die Teilnahme der Paramount bei dem Filmfestival in San Sebastian, Spanien, und der damit verbundenen Prestigeerhöhung eingehen. Unsere Produktionen DER TODESMUTIGE und DIE AMOURESEN ABENTEUER DER MOLL FLANDERS habe große Beachtung und Lob erhalten, trotz der Tatsache, daß beide Filme außerhalb des Wettbewerbs liefen. Es wurde sogar festgestellt, daß, wenn der Kim-Novak-Film innerhalb des Wettbewerbs gezeigt worden wäre, er sehr gute Chancen auf den ersten Preis in seiner Klasse gehabt hätte.

Eine kürzliche Vorführung von Hal Wallis' großer Produktion DIE SÖHNE DER KATIE ELDER hat eindeutig gezeigt,



Spirited and colorful cover of the comprehensive pressbook for the Joseph E. Levine production, "Dingaka," which is a Paramount release throughout the world, except in the United States and Canada. Pressbook was produced by Paramount International's publicity and advertising department in collaboration with the public relations department of Mr. Levine's Embassy Productions.

daß dieser erfahrene Produzent von Kassenschlagern den Filmen ZWEI RECHNEN AB und DER LETZTE ZUG VON GUN HILL eine dritte, rekordbrechende Produktion zugesellt hat. John Wayne steht immer noch an erster Stelle, während Dean Martin in einer harten Rolle eine wirkliche dramatische Überraschung ist.

Bitte, lesen Sie dieses Heft genau durch unter dem Gesichtspunkt der vielen Produktionsneuigkeiten, nicht nur die definitive Ankündigung auf Seite 9 und die Nachrichten über DIE WELT DER JEAN HARLOW auf den Seiten 20 und 21, sondern alle anderen Berichte und "NEWS", die auf alle 40 Seiten verteilt sind. Im Vergleich zur Situation der Paramount vor nur wenigen Jahren wird Ihnen anhand aller dieser Informationen über laufende und herauskommende Produktionen klar werden, was für eine Leistung unser Präsident im letzten Jahr vollbracht hat, um uns in der Welt der Erfolgsfilme praktisch unbesiegt zu machen. Was uns zu tun übrigbleibt, ist, ihm unsere volle Unterstützung zu geben, indem wir ihm beweisen, daß wir in der ganzen Welt alles daran setzen, die besten Vermietungs- und Einspielmöglichkeiten für unsere hervorragenden, wirklich außergewöhnlichen Filme zu erschließen.

NEWS OF THE PARAMOUNT SUBSIDIARIES

AWARDS FOR PLAUTUS

NEW YORK -- Herbert Brodtkin, president of Plautus Productions, and Reginald Rose, creator of "The Defenders" and author of numerous award-winning scripts both for this program and other television series, were, on Wednesday, June 30, presented with awards by the National Educational Association citing the program, for which Mr. Brodtkin is executive producer, for its "contribution to the understanding of American political philosophy."

In scrolls presented by the Citizenship Committee of the NEA to Brodtkin and Rose, chairman Dr. Marion Donaldson extended "recognition and gratitude" for the series. "Going beyond a narrow interpretation of important 'frontier questions' of democracy to a broad and courageous exploration of principles of the Bill of Rights of civil liberties, the series has dramatized the 'exquisite balance' that must be sought and understood by free men governing themselves," Dr. Donaldson said.

The awards were presented in ceremonies held at the Americana Hotel, Alan Morris, executive vice-president of Plautus Productions, accepted on behalf of Brodtkin and Buzz Berger, executive assistant to Brodtkin, received Rose's award for him.

"The Defenders" has been one of the most awarded series on television, having received numerous accolades from the National Academy of Television Arts & Sciences, including Emmy awards as Best Dramatic Series of the 1961-1962 and 1963-1964 seasons. In all, the show has nine Emmys to its credit. The diversity of its numerous other tributes include citations from the American Bar Association, B'nai B'rith and the American Civil Liberties Union.

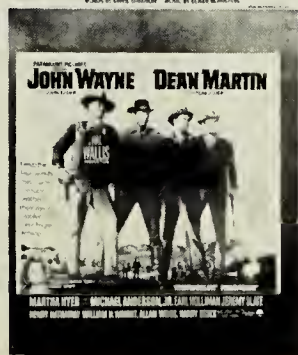
Rose has long been associated with quality product across the spectrum of television, films and theatre. He was writer and producer of the much-praised stage, TV and film versions of "Twelve Angry Men" and also wrote both television and motion picture versions of "Crime in the Streets."

Brodtkin, as head of Plautus Productions, a subsidiary of Paramount Pictures, has one of the most distinguished records in television, including such acclaimed series as "Playhouse 90" and "Studio One." In addition to "The Defenders," Plautus has, under Brodtkin's executive leadership, produced "The Doctors and the Nurses," "Espionage" and "For The People."

With Edgar Lansbury as producer and Brodtkin as executive producer, Plautus is currently in production with a new dramatic series, "Coronet Blue." The first color series to be produced in New York, the show stars newcomer Frank Converse in the role of an amnesia victim in search of his identity. "Coronet Blue" will make its debut on the CBS Television Network.

Plautus has several other TV series in various stages of development, including one based on Paramount's great Western epic, "Shane."

THE SONS OF KATIE ELDER



Now you can sing the praises of "The Sons of Katie Elder." Famous Music Corporation (a consistently successful Paramount Pictures subsidiary) has published a song with the same title, composed by Elmer Bernstein, who wrote the score for the enormously successful Hal Wallis production.



Chairman Dr. Marion Donaldson of the Citizenship Committee of the National Educational Association, in centre, presenting the NEA scrolls awarded to Herbert Brodtkin, president of Plautus Productions, and Reginald Rose, creator of "The Defenders." Alan Morris, at left, executive vice-president of Plautus Productions, (a subsidiary of Paramount Pictures), accepted for Mr. Brodtkin; Buzz Berger, executive assistant to Brodtkin, accepted Mr. Rose's award for him.



Sixth episode of Plautus Productions' "Coronet Blue" is entitled "The Assassins," and stars Frank Converse as the intended dupe in an international assassination plot.

Seventh episode bears the title of "Tomoyo," and bears out the show's pattern of encompassing a wide range of settings and stories. The episode features Japanese actor Sho Onodera and the plot involves series star Frank Converse in the popular and deadly sport of Karate.

Chester Morris (at left) and Frank Converse in a scene from the fifth episode of "Coronet Blue." Episode is entitled "Six Months To Mars."

Morris, who has had a long and distinguished career in motion pictures, has been signed to a key role in the series, and while he will not be seen in every episode, he will appear at irregular intervals in the role of Dr. Michael Wilson, the hospital physician who first treats amnesia victim Michael Alden, the pivotal character in the program played by Frank Converse (seen above).

Broadway star Alan Alda is also in this particular episode of the series. Another prominent player in the series is Patrick O'Neal, who is presently to be seen in an important role in Otto Preminger's "In Harm's Way."



SINGAPORE - Magnificent front of the renowned Cathay Theatre when "Becket" was the star (and signally successful) attraction there recently. Use of day-glo colours in the postering added force to the display's impact.

BOOKS GIFT BY MRS. LOKE YEW FULFILS WISH OF HER LATE SON DATO LOKE WAN THO

Mrs. Loke Yew, mother of the late Dato Loke Wan Tho, Chairman of the Cathay Organisation, Ltd., has purchased the Dr. Carl Alexander Gibson-Hill collection of books and presented it to the National Library of Singapore.

The Minister for Culture, Singapore, Mr. S. Rajaratnam accepted the books from Mrs. Loke Yew at a formal presentation ceremony in the Library on June 18. The gift was made in fulfilment of the intention of Dato Loke, who served as the first chairman of the National Library Board from 1960 to 1963.

The Library's acting director, Mrs. Hedwig Anuar, stated that during this period Dato Loke guided the Library through a phenomenal phase of expansion. His conviction of the importance of an excellent book supply for the people of Singapore, expressed as chairman to the Government, was one of the main factors leading to the increased book vote in 1963.

The Dr. Carl Alexander Gibson-Hill collection was acquired over many years by that gifted scholar in the fields of history, art and archaeology, zoology and ornithology. The total collection of 1,000 titles is considered one of the most outstanding collections of its kind in this part of the world.

Mrs. Anuar said that Mrs. Loke Yew's generous gift was a fitting tribute to the memory of Dato Loke, and a wonderful gesture commemorating the close friendship and mutual interests of Dato Loke and Dr. Gibson-Hill, two rare scholars who were devoted to the cause of knowledge and learning in Malaysia.

- C.V.K.



「珍·哈露傳」一定大受歡迎

很久沒有這麼使我們全人這樣興奮的影片了。美國總公司與分公司全人在試片時，看過這部約瑟·李文(Joseph E. Levine)所製的影片，均予以最大的熱望，無一票反對。在海外派拉蒙全人，凡看過此片的，也對它有同樣的熱望。很多這些資料刊載本期第二十及廿一兩頁中，還有在美國和加拿大境內各戲院也特別試映過該新片，戲院方面也對此片有同樣態度——他們以前引領以待的想看這部影片，看過以後，覺得真是精彩萬分。

在六月份的第三個星期中，魏德納(President George Well-

ner)總裁在倫敦看到了剪輯好的和未剪輯好的下列新片：「The Spy Who Came In From The Cold」，「Promise Her Anything」，「Kid Rodelo」，「Judith」和其他的派拉蒙的出品。關於他的此行，本期另有報導。

當本期將截稿時，副總裁兼製片主任及廠長候華·高之(Howard W. Koch)也在歐洲，他擬在英國及歐洲考察四週，巡視派拉蒙在海外拍片的情形，找尋拍片的資料，也尋求舞台、電影電視上的人才，他們將來也許會成為派拉蒙的演員。我們希望能在本期和下期刊出關於他這

些歐遊的資料。事實上，我們也希望不久能寫一篇較長的文字敘述高之對派拉蒙的努力與功績。

在本期中我們可以看到派拉

蒙在西班牙影展(San Sebastian Film Festival)成功的明証。我們

的新片「The Naked Prey」及

「The Amorous Adventures of

Moll Flanders」在那裡得到極大

的掌聲，雖然這兩部新片都不參

加競賽，但已經可以估計，如果

金·露華(Kim Novak)所主演的

那部新片「The Amorous Adven-

tures of Moll Flanders」去參加

競賽的話，她很可能早已獲得了

最高的褒獎。

我們提早看到「The Sons

of Katie Elder」，它証明了我們

製片家老前輩海爾·華力斯(Hal

Wallis)這部新片又將創下賣座

紀錄，至少可與「龍虎雙俠」

(Gunfight At The O.K. Corral)

和「龍虎山生死鬥」(Last Train

From Gun Hill)鼎足而立。尊榮

(John Wayne)仍舊是賣座巨星

的王牌，甸·馬(Dean Martin)

有極好能文允武的演出。

請你們仔細細看本期中所

露佈的新片消息。這不僅是指第

九頁的新片預告和第廿及廿一頁

的「珍·哈露傳」(Harlow)，

并且在所有四十頁中都散佈着各

種令人興奮的消息。以這些消息

和幾年以前派拉蒙的情勢比較，

我們可以知道我們的總裁，在這

一年中的成績，由他督促，攝成

了這麼多賣座巨片。現在我們實

際上所需要完成的是大家團結一

致支持他，使這些巨片在全世界

每一地區的發行上都非常成功。

BOMBAY - Even with a "For Adults Only" certificate, "Come Blow Your Horn" has bettered average business at the lavish New Empire Theatre here by 25%. Crowds in evidence despite the rain.

SHOWMANSHIP THE WORLD OVER



"Z U L U"

Trinidad Style..

Paramount manager Roy McAree took his own photographs, and reported the tremendous showmanship displayed in Trinidad for "Zulu" and "The Fall of the Roman Empire," some of the pictures being shown above and below the report.

The story in Manager McAree's own words:

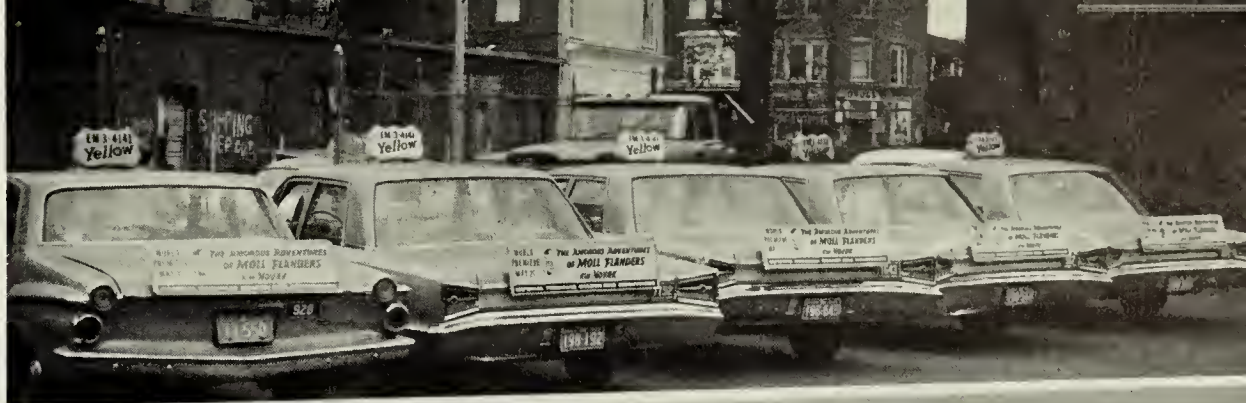
"I took these photographs during Trinidad's Carnival at the beginning of March. You may know, but some Paramount World readers may not, that carnival in Trinidad is the biggest carnival in the world. Bands of various numbers are formed and these depict a selected theme. During this carnival, two bands selected "Zulu" as their theme. One comprised 450 persons, the other, 600. They mainly dressed as Zulus and did not go for the Redcoat uniforms.

In the case of "The Fall of the Roman Empire" there were two bands, one as large as 2,000 members. This latter was most spectacular as its numbers permitted divisions into sections depicting the various armies that attended the film's Pax Romana. In addition, the band which is shown in the photo on this page featured Caesar inside it, with the opening and closing doors reconstructing the complete act of Christopher Plummer.

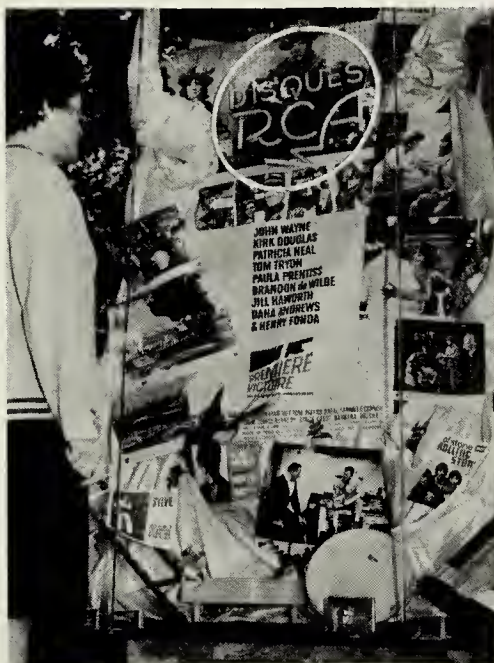
Approximately 30,000 persons participated in the Carnival, with a corresponding number of onlookers. I think it would be safe to say that all of them saw the 'Hand' routine. Additionally, at least 20,000 tourists were in Port of Spain at the time."



THE FALL OF THE ROMAN EMPIRE



TORONTO, Canada - When "The Amorous Adventures of Moll Flanders" premiered at the Imperial, Yorkdale, Golden Mile and Runnymede Theatres, the news was all over the Toronto streets via signs on (and inside) the city's taxicabs, and also on both sides of the trucks of the Sinnott News Company.



PARIS - Phonograph disc stores here went for "In Harm's Way" displays in big fashion. Above, at Disques RCA, is one typical example.

Firestone Tire Tie-Up

United States exhibitors are promised the support of more than 2,000 Firestone Tire retailers in a giant national promotion set by Paramount for Jerry Lewis' "The Family Jewels."

Two weeks prior to openings of the riotous Technicolor comedy in their respective territories, Firestone dealers will run special "Family Jewels" newspaper tie-in ads. Spectacular window and counter displays will also be set up, in addition to contests, prize giveaways and other promotions.



RAVENNA, Italy - The owner of the Capitol Theatre astutely secured the cooperation of the owner of this store window when he presented Carroll Baker and George Maharis in "La Doppia Vita Di Sylvia West" ("Sylvia").



CANNES - This famous resort city's branch of the celebrated Paris store, Hermès, gave over both windows completely to "In Harm's Way" when the Preminger film was an ace attraction at the opening of the Film Festival.

Since production stills are among the best selling tools, all regional sales and publicity-advertising managers in the U.S.A. are being supplied with full sets of stills as they become available. Plan was introduced by Bernard M. Serlin, field advertising and publicity manager.

W I N D O W O N T H E W O R L D



SAN SEBASTIAN, Spain - A Basque folklore group entertain the guests at Paramount's ceremonial dinner following the screening of Cornel Wilde's "The Naked Prey." The star is sixth from the left; his wife, Jean Wallace, is third from the left.



LONDON - Study of expressions at the Plaza premiere of "Harlow." At right, Mr. and Mrs. Stanley ('Zulu') Baker. At left, Paramount managing director Russell W. Hadley, Jr.

Irwin Talbot, staff musical conductor and scorer at Paramount Studios for the past 27 years, debuts as an actor in "Harlow." The sequence in which he appears features him conducting an opera orchestra in the portion of the film that traces Jean Harlow's cultural education as influenced by her romance with Paul Bern, portrayed by Peter Lawford.



HOLLYWOOD - According to Daily Variety of June 4th, Thelma Ritter's participation in this "Boeing-Boeing" scene with Tony Curtis and blonde 'liebesbombe' Christiane Schmidtmer, gave the beloved comedy actress a twisted back and resulted in her being sent home for the day to recuperate. Fortunately the first take on the action was good, so no retakes were necessary.

DETROIT - When the Michigan Theatre announced a sneak preview of "Harlow," the eager fans started a very early evening line-up.



JOIN PARAMOUNT'S AGGRESSIVE SOFTBALL TEAM



HOLLYWOOD - Paramount Studio's softball team is in process of formation once more, and the above decoration graced the application blank issued by organizer Victor Ramirez and sanctioned by Paul Porter, studio club president. Some of the cute qualifications were: Applicants had to be disable-bodied; their blood type had to be "warm"; if they were over 90, and interested in playing the infield, a health certificate was required; no health certificate was required for outfield positions, but applicants must provide their own transportation to get there!

We hope to publish from time to time pictorial evidence of what has resulted from such a 'way out' appeal.



ELVIS PRESLEY has begun shooting "Hawaiian Paradise" for Hal Wallis -- and when Hal makes a Presley picture you know what that means.

expect from Henry Hathaway's direction and Joseph E. Levine's executive production. And of course a sizzling script by John Michael Hayes....."The Slender Thread" has a pair of Academy Award winners for its top stars. They are Anne Bancroft and Sidney Poitier. In the picture, Miss Bancroft, who won an Oscar for her performance in "The Miracle Worker," plays a woman who calls her city's Crisis Clinic after swallowing a lethal dose of pills. Poitier, who won his Academy Award for "Lillies of the Field," portrays a man who maintains the telephone lifeline that ultimately rescues her.

Paramount has signed a new agreement with Amicus Productions, headed by Max Rosenberg and Milton Subotsky, for a minimum of three productions, the first to be "Schizo." Amicus already has delivered "Dr. Terror's House of Horrors," now in release, and "The Skull," to be released in the autumn....."Alfie," with Michael ("Zulu") Caine in the title role, is in production for Paramount in London. Shelley Winters is playing one of the 'birds' that 'Alfie' catches.....George Sidney has been signed to produce and direct Joseph E. Levine's "I Married A Psychiatrist" for Paramount release. The film version of the best-selling book will inaugurate a multiple-picture agreement between Sidney and Levine.....Following two and a half months of location filming in Montego Bay, Jamaica, production of "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feelin' So Sad" has moved to the Paramount Studio in Hollywood....Top English composers John Barry and Leslie Bricusse have been signed by producer Stanley Rubin to write the title song for Paramount's "Promise Her Anything," forthcoming Seven Arts romantic comedy.

The Paramount Parade --- of Pictures, Properties and People

Frank Sinatra has been signed by producer William Goetz for the starring role in the Paramount-Seven Arts production, "Assault On The Queen." Picture starts soon....A. C. Lyles' production of "Apache Uprising" has an ace cast. Announced to date: Rory Calhoun, Corinne Calvet, Richard Arlen, Jean Parker, John Russell and Lon Chaney...."The Oscar," dramatic story of a star nominated for an Academy Award who plots the downfall of his four rivals, will have Joseph E. Levine as executive producer, and the following glowing cast: Stephen Boyd, singer Tony Bennett, Ernest Borgnine, Milton Berle, Rita Hayworth, Edie Adams and Elke Sommer.....The Edward Lewis production, "Seconds," starring Rock Hudson, and produced in Hollywood and New York, has Salome Jens, Jeff Corey and Richard Anderson in the cast. John Frankenheimer, who directed "Seven Days In May," is directing this one.

Hal Wallis will produce the screen version of "Barefoot In The Park," the happy, hilarious comedy now nearing its 100th week on Broadway....."Nevada Smith," with Steve McQueen as star, is already before the cameras in the Paramount Hollywood studio. Those tens of millions who read "The Carpetbaggers," have a clear and salty idea of what they can

O.D.P.D.M.H.Y.I.T.
C.A.I.F.S.S.



The initials represent the title of the Seven Arts-Paramount production, "Oh Dad, Poor Dad, Mamma's Hung You In The Closet And I'm Feeling So Sad."

The people above represent the characters played with verve, gusto, slickness and hilarity by Rosalind Russell and Hugh Griffith.

WHAT'S UP COMING!

ALL HAIL TO ALLEN & ROSSI



Here's your introduction to Steve Rossi (at left) and Marty Allen.

THE
ALLEN
&
ROSSI
CONTRACT
WITH
PARAMOUNT
IS AN
EXCLUSIVE
7-YEAR
CONTRACT
...SO

GET
THOSE
NAMES
FIRMLY
SET
IN
MIND!!!!

Great comedy history is about to repeat itself -- for Paramount's benefit.

Years ago, a towering comedy team composed of Wallace Beery and Raymond Hatton made magnificent box-office history.

Still later, Hal Wallis brought to the Paramount screens the fabulous talents of a couple of male performers named Dean Martin and Jerry Lewis.

Now Howard W. Koch has signed another great comedy duo named Marty Allen and Steve Rossi, and Paramount history makes ready to repeat itself.

The team's studio induction appears to have been a fitting indication of a sizzling new comedy era.



Allen and Rossi got their Paramount contract the hard way -- they had to climb the Paramount for it. Then they had to bring it down to earth and borrow a pen to sign it. All of which was most appropriate, for their comedy is the down-to-earth kind that all the world enjoys.

(In the foreground are Howard W. Koch, Paramount Studio Head, at left, and Bernard Donnfeld, Associate Studio Head).

Rose Goldstein's Report

Paramount International's able studio representative provided us with the following account of the introduction of Allen and Rossi to the U.S. and international press:

The announcement was made amid much fanfare at a press luncheon held on Stage 5 on June 16th. The pair arrived like a bombshell, escorted by glamorous and shapely Inga Neilsen, and motorcycle policemen blasting their sirens. They had to climb the Paramount mountain to retrieve their contract for signature. They then went into part of their night-club comedy routine with Marty Allen providing the comedy and Steve Rossi acting as straight man. Rossi, the singer, also performed solo. It was an hilarious party and a great introduction for what we feel will be a valuable addition to the Paramount roster. Howard W. Koch, our Studio head, acted as host, as also Bernard Donnfeld, Associate Studio Head. If all of this was a sample of what we may expect to see on film, happy days are ahead!

TOP LEFT

Marty Allen seems distressed by Steve Rossi kissing Inga Neilsen --- especially when he recalls that with their 7-year exclusive contract, Steve is going to do a heap of kissing pretty gals.

LEFT

Having garnered their contract at the top of the Para-mountain, the comedians formalize it with Studio Head Howard W. Koch.

A WORLD OF VISITORS

Once again the opinion-making travelers of the free world are finding their way to the great production stages of the Paramount Studios in Hollywood. We present on this page a cross-section of some of the important recent visitors.



HOLLYWOOD - Visiting the set of the A.C. Lyles production, "Apache Uprising," are Mr. R. Angulo, of Channel TV-9, Costa Rica, Central America, and Mr. Fernando Aleman, of the U. S. State Department. Their host is Rory Calhoun, who carried on the conversation in perfect Spanish for the benefit of Mr. Angulo.



Here is a group of international journalists on the set of the A.C. Lyles production, "Apache Uprising," with one of the film's international co-stars, Corinne Calvet. These newspapermen have been in the United States for a year or more, working on daily and weekly papers, acquiring journalistic experience.



The international journalists pictured above also had a most informative chat with Bernard Donnenfield (centre), the Associate Head of the Studio.

Reading from left, they are: Christos Papatassos, from Greece; Jacques Rene Doyon, Paris Press; Gilbert Ofodile, Nigeria; Hans-Ingvar Johansson, Sweden; Michael Johnson, assistant to the director of the World Press Institute; James V. Toscano, associate director of the Institute.



On the set of Hal Wallis' "Boeing-Boeing," notables from the Republic of South Africa are entertained by one of the film's co-stars, Dany Saval. Pictured are - Mrs. Hein Louw, Mr. Andre Pieterse, managing director of Ster Films (distributors of Paramount Pictures in South Africa); Dany Saval; Mr. Hein Louw, member of the board of directors of Ster Films; Mrs. Andre Pieterse.

AT RIGHT

Mr. R. Angelo, of Costa Rica, and Mr. Fernando of the U.S. State Department (see picture top left, this page), are humorously manhandled on the set of "Apache Uprising" by Lon Chaney.

AT FAR RIGHT

Rosalind Russell is interviewed on the set of "Oh Dad, Poor Dad, Etc." by Henk van der Meyden, the well-known correspondent of "De Telegraaf" and "Het Nieuws Van De Dag," of Amsterdam, Holland.



WHAT JOE LEVINE SAID AT BLACKPOOL

Page 6—The Daily Cinema

Friday 18 June 1965

Friday 18 June 1965

JOE LEVINE — 'YELL AND SELL'

ADDRESS by Joseph E. Levine to the CEA Summer Conference at Blackpool on Wednesday 16 June.

I SHOULD like to express my thanks to the officers, the Committee and the entire membership of the CEA for this signal honour.

I want you to know how deeply I appreciate the honour you pay me by naming me the very first person to receive your Award of Merit.

I am most grateful for this warm tribute from fellow showmen.

I am happy for this opportunity to talk to you.

It would be easy to use platitudes or pat phrases. However, this is a time for direct action. In the motion picture business, as in any business, we go forward or we go backward. We can't stand still.

Actually, there are only two essentials which are necessary for a sustained forward thrust . . . men and ideas.

Men and ideas have marked the forward progress of nations. Men and ideas have marked the forward progress of our largest industries. These industries grew because there were men who accepted the challenge and pushed back barricades of resistance.

Take as an example the evolution of transportation. The horse and buggy has given way to the automobile and the harness-maker and blacksmiths are probably working at Austin-Healey.

Let's move closer to home. Men and ideas spurred the remarkable development of the motion picture industry. In the past half century we've come from the two-reel flicker, "The Great Train Robbery" to George Bernard Shaw's "My Fair Lady." In the past half century we've come from the "store-front" cinema with its wooden seats to the elegantly appointed theatre, with its lounge chairs. These changes were dictated by restless men in pursuit of ideas. Further progress will be made by more restless men in pursuit of newer ideas. Every idea needs a spokesman and every spokesman should have a hearing.

Idea foster changes . . . and changes foster progress. We can't survive in 1965 by doing the same things we did in 1960 . . . or even last year. What we did yesterday belongs to yesterday. It's what we do today and tomorrow that matters.

Everything we see, touch and taste, has been merchandised to us through the printed or spoken word.

Sales are directly related to the size and effectiveness of an ad-

vertising and merchandising campaign!

A classic example is the remarkable result achieved by your Macleans toothpaste in America.

Macleans came into our country with a tremendous campaign and today Macleans ranks No. 4 in toothpaste sales in the United States.

I mention this only because it gives further validity to my single merchandising premise. "The more you yell . . . the more you sell!"

Great theatre grosses just don't

is only one part of the story. People all over the world will now share with you that courageous hour in your history. We took something from your historical past, gave it a meaningful presence and it will be preserved for an illustrious future for succeeding generations. The story of "Zulu" is nothing more than men . . . and the genesis of an idea.

The idea originated with two men in England, they carried it across the Atlantic to me . . . and now showmen throughout the world are reaping its benefits. A group of men had a powerful idea . . . and in a bold stroke the time differential between our two countries v . . . cut from 6 hours to 20 seconds.

Bird represents the power and the might of men and an idea. In my own terms, the Early Bird is a symbol of the future. A future free of archaic thinking . . . whether it be in motion picture production or in motion picture merchandising. The future of our business has never appeared brighter. We have the men and we have the ideas so that we at Embassy have increased our motion picture production more than 500 per cent.

I'm sure you know that Embassy, in association with Paramount will co-produce a total of 22 pictures. Of the 22 pictures, six are completed. Two pictures go into production at the Paramount Studios next month. The first is "The Oscar" starring Stephen Boyd, Elke Sommer, Milton Berle and Edie Adams. The second picture is "Nevada Smith" starring Steve McQueen. I don't have to remind you that "Nevada Smith" is based on the bold and romantic character from "The Carpetbaggers."

Embassy has made a co-production agreement with Peter O'Toole and Jules Buck and their Keep Films Limited. Jules Bricken will be producer and executive producer on this production programme. Two pictures will go into production this year and three next year. The first is "The Assassins" based on the book by Frederic Mullally. The second is "To See a Stranger" based on the suspense novel by Margaret Lynn.

Embassy is proud of its strong link with your country through co-production and co-releasing arrangements. Many of the films under the Embassy-Paramount banner will be shot on location and finished in London. As an example, Stanley Baker, Cy Endfield and Susannah York are presently finishing "Sands of the Kalahari" at the Shepperton Studios.

"When the Lion Feeds" will be shot in Africa and finished in London. Peter O'Toole, Jules Buck and I recently returned from Japan where we did location scouting for "Will Adams" in which Peter is starred. This film will be produced in Japan and London by Jules Buck. This is the first of three pictures starring Peter O'Toole.

Just before I left the States, John Michael Hayes told me he is well into the screenplay based on the true life story of Sir Richard Burton. This film will be produced under the title of "Isabel and Burton." A Paramount Embassy production.

John Michael Hayes wrote the screenplay for "The Carpetbaggers" and "Harlow" and he is the only man I know who can capture the full flavour of the spectacular and eventful life of Sir Richard Burton. Scholar, ex-

plorer, adventurer, diplomat, one of Britain's most fantastic characters of the Victorian era.

We have arranged with Nat Cohen and Joseph Janni for the International release of "Darling" starring Julie Christie, Laurence Harvey and Dirk Bogarde. Julie Christie gives an award winning performance . . . and when you see the picture, I'm sure you will agree that "Darling" is a tremendous motion picture experience.

We will also co-produce with Nat Cohen and Joseph Janni two additional motion pictures starring Julie Christie which we will release internationally. We have given the biggest guarantee ever for a British film. My congratulations to Nat Cohen, Joseph Janni and John Schlesinger for conceiving and producing what is in my opinion and the opinion of American exhibitors who have seen it, a masterpiece of a motion picture—"Darling."

Carlo Ponti and I have long felt that your train, "The Golden Arrow," would be a great background for a motion picture. We are going to produce from an original screenplay, a romantic comedy using "The Golden Arrow" which goes from London to Dover and connects with the boat to France. Starring Sophia Loren. Additionally there are four more from Carlo Ponti, including two with Sophia Loren and Mastroianni.

This is just a small sampling of our future. I refer to this chapter in Embassy's history as men and ideas in action. Men and ideas have no significance unless there is continuity of effort. The idea originates with the producer. The distributor takes the finished product and together with the exhibitor . . . history is made. Three separate entities moving towards a mutual goal.

In what other industry millions of dollars are consistently hazarded on a something so nebulous as an isolated attempt to correctly gauge the aesthetic taste of the public? In what other industry is the competitive struggle so vigorously waged not year to year, or month to month, but sometimes it seems hour by hour and minute by minute?

Competition within our industry can be both healthy and stimulating. However, let us address ourselves to the increasing competitive forces outside our industry. People have more leisure time and they are spending more money today on those leisure hours than at any other time in history. We must increase our share of that leisure time spending. This is a vital and critical area for men and ideas.

Our industry is peopled by doers and doubters. The doers will provide vital leadership. Each one of them has a romance with the world of motion picture entertainment. Each one of them is caught

up with the excitement and splendour of that world. Each one of them is stimulated by the challenges and the hazards. Each one of them has the energy, the zest, the determination to succeed.

Although we are physically miles apart, our futures are inextricably tied together. We are interdependent. We can't do the big job that lies ahead by ourselves.

We need you and you need us. Together we will proudly travel the road to success.



Seen at Blackpool Mrs. Elizabeth Wright, F.C.A., Harold Boodson, Mr. F. T. Wright, F.C.A., and Mr. and Mrs. Peter Reed.

happen. They are made to happen. There is no element of luck in our business. Only one keyword will open the lock to success . . . that word is determination.

If the determination is there . . . the result will be there. You can't travel very far sitting on a swivel chair in an office. At best you can only go around and around in dizzy circles.

I spoke about the determined effort of a toothpaste. Now let's talk about a motion picture. Stanley Baker and Cy Endfield had an idea . . . we discussed it . . . we moved on it . . . and to date 75 million people have seen "Zulu." What was their idea? They suggested we breathe life into a glorious chapter in British history. Many of you took that historic chapter devoted to the battle of Rorke's Drift and by resourcefulness and determination you turned it into one of the all-time top money makers in Great Britain.

The financial success of "Zulu"

I refer to the Early Bird Satellite. It sweeps away the conventional communications of the past and clears the way for a bright future. We, as showmen, must be a part of that future. I have plans now for the most lavish world premiere ever presented for a motion picture. Plans are now under discussion for us to use the Early Bird facilities for transmission to England and Europe . . . and all the world if electronically possible at that time.

Politically, the Early Bird is an indestructible force which gives strength to the "one-world" concept. Culturally, the Early Bird brought Americans an unforgettable tour of London, scenes of Her Majesty and His Royal Highness as they toured Germany, and a pictorial exchange of news between your Richard Dimbleby and our Chet Huntley.

Commercially, the Early Bird linked a closed circuit auction between your Sotheby's and our Parke-Bernet Gallery. The Early

Among the top reasons for printing this address in full is the practical one of again bringing before our readers the titles and the themes of some of the upcoming productions being added to our release schedules by Mr. Levine.

There is also the thought that the enthusiasm of this producer can be turned into an 'infection' in a lot of parts of the world, always for the good of our industry.

Actions speak louder than words . . . or captions . . . in the saucy jaunt into funmanship Hal Wallis calls "BOEING-BOEING"





"GIRLS ON THE BEACH" IS A B.B.B.B.B.B.B.B.

.....And you can apply any and/or all
of those B's to the following terms

BIG
BLONDE
BEAUTEOUS
BEWITCHING
BAREBACKED
BEDAZZLING
BOXOFFICE
BONANZA

In the United States, the picture
is packing houses, attracting the
young adults, helping the coin short-
age by bringing hoarded currency out
into the open (and into Paramount's
coffers), and generally happifying
exhibitors to a degree not seen in a
long time.

AND SINCE IT IS A PARAMOUNT RELEASE, WORLD-
WIDE, WE THANK THE GIRLS WHO GAVE IT SUCH A
GOLDEN GLOW, SOME OF WHOM ARE SHOWN ABOVE.

Paramount

WORLD

Volume 11, Number 8

August, 1965



THE START OF
"NEVADA SMITH"



The Cover

On Page 19 is the text of a studio wire sent to Mr. Weltner by studio head Howard W. Koch on his return from the Lone Pine mountain location site of Joseph E. Levine's production, "Nevada Smith". In the standing group on our cover are, from left, Howard Koch, Joseph Levine, star Steve McQueen, English actor John Barclay and Henry Hathaway, director of the picture. In the other cover scene are the same five men, plus Bill Chaikin, seated at right, a member of Mr. Levine's organization.



STEVE McQUEEN & JOE LEVINE

Here is a closer look at the star, and in connection with his appearance (he plays a half-breed Indian in the picture), let us quote from a studio publicity release:

It's the primitive life for Steve McQueen, on location near Lone Pine, California.

McQueen is living in a trailer parked on the side of a 6000-foot mountain, 18 miles from the nearest main highway. Closest house is 20 miles away and his only neighbors are the rats that inhabit a nearby abandoned mine shaft, assorted coyotes and one lone hawk which has hovered overhead since his arrival.

When not before the cameras, McQueen spends all his time, stripped to the waist, hiking around the mountains to acquire a deep-seated tan for his role as a part Indian in the film.

Paramount World

Copyright © 1965 by Paramount Pictures Corporation. All rights reserved. Published every month by Paramount Pictures Corporation, 1501 Broadway, New York City, N.Y. 10036, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, their television enterprises and allied products, and in the business future of their company.

Vol. 11, No. 8 August, 1965 ALBERT DEANE, Editor

We all know that over the years of our industry there have been instances of meritorious films which have not realized their full potential because of certain characteristics of our business. Now, as we embark on the presentation of the

finest Paramount product in our history, the very wealth and abundance of what is before us may well perpetuate, in some degree, this evil of 'insufficient realization.' If this be so.....

What Do We Plan To Do About It?

These are strong words. Perhaps even controversial ones. Yet they are not idle words, none are they intended to be taken as alarmist ones.

As you read about what our company has in both prospect and in actual possession, you must know that we are squared away to the greatest 'trade wind' of revenue product within our memory and so cannot afford to take chances.

The product windfall hasn't come by chance. It has been builded, step by step, script by script, film by film.

It is not a gift, nor an offering, nor a present - it is our future!

So that if by foul chance we shall take this treasure complacently, and distribute and handle it so as to be satisfied with half measures....half returns.....half potentials, then we shall have betrayed many trusts, many promises. Most of all, we shall have betrayed ourselves.

Many factors have moved us to these sentiments. One of them was the following studio telegram sent to President Weltner last month by Howard W. Koch, studio and production head:

DEAR GEORGE: I JUST SCREENED DAILIES AND CUT MATERIAL OF ALL OUR PICTURES IN PRODUCTION AND I MUST TELL YOU HOW ENTHUSIASTIC I AM ABOUT ALL OF THEM. "SECONDS" IN MY OPINION WILL BE ONE OF THE MOST EXCITING MODERN-DAY HORROR PICTURES EVER MADE. JOHN FRANKENHEIMER HAS OUTSHONE HIMSELF IN DIRECTING AND I FEEL WE HAVE A TREMENDOUS POTENTIAL AT THE BOX OFFICE WITH THIS PICTURE. IN "THE SLENDER THREAD" ANNE BANCROFT AND SIDNEY POITIER ARE GIVING THE PERFORMANCES OF THEIR LIVES. THE DIRECTOR HAS REALLY CAPTURED THE SCRIPT AND ALL THE SUSPENSE AND EXCITEMENT ARE ON THE SCREEN. I AM SURE WE WILL HAVE A SHOT AT OSCARS WHEN THE TIME COMES. SO FAR AS CONCERNS "NEVADA SMITH" I HAVE SEEN ONLY TWO DAYS RUSHES BUT I KNOW WE ARE ON OUR WAY TO A BLOCKBUSTER HERE IN THE TRADITION OF PARAMOUNT'S GREAT WESTERNS. WITH "OH DAD, POOR DAD" I'VE SEEN THE LATEST DAILIES AND CUT MATERIAL AND I AM SURE WE HAVE THE WILDEST 'WAY OUT' COMEDY I'VE SEEN IN MANY A DAY. DICK QUINE HAS CERTAINLY DONE A GREAT JOB AND THE PICTURE CAN BE A BIG ONE AT THE BOXOFFICE. ALL IN ALL OUR PRODUCT IS THRILLING AND PROMISING A BIG PAY-OFF AT THE BOX OFFICE. BEST.

- HOWARD



A Tabloid Report On Successes Abroad

IN HARM'S WAY is a towering success in such top release centres in the Far East as Tokyo, Osaka and Hongkong. In the last-mentioned spot, in the King's and Hollywood Theatres, it registered "the best weekday non-roadshow opening in the history of both houses. Summer resorts in Britain turning in splendid figures on the Otto Preminger film.... The story on THE AMOROUS ADVENTURES OF MOLL FLANDERS, so far as Britain is concerned, is on this page.....THE CARPETBAGGERS scored a gigantic success in its 37-day run at the De-Luxe in Trinidad. In Melbourne, Australia, picture is in its 20th week, and its 17th week in Adelaide....BECKET is one of the greatest triumphs in Israel's cinema history. In Tel Aviv it has passed its 12th week and reaped huge grosses. In Haifa, it ran 4 weeks at the Oran, then 3 weeks at the Orly and is now at the Chen. At the Ocean Theatre in Santa Fe, Argentina, the Hal Wallis masterfilm did 2½ times the theatre's average business...WHERE LOVE HAS GONE ran for three weeks at the Kasr El Nil, Cairo, Egypt....THE DISORDERLY ORDERLY has magnetised all Latin American currency and started it flowing Paramount-wise. The Music Hall in San Juan, Puerto Rico, did in the first two weeks the best business it has had in many months. A splash release in 6 theatres in Lima, Peru, registered topping hits in all six houses. In Mexico City, where Jerry sits like a god on Olympus, the Mexico and Ariel Theatres did double the average business of both houses.

The Serrador Circuit in Sao Paulo, Brazil, has uncovered a gold mine in Jerry Lewis' WHO'S MINDING THE STORE? Comedy has broken all records for the circuit, every theatre having at least doubled average business..... In Taipei, Taiwan, the internationally famous Great World Theatre has reopened after extensive re-decoration, and with a dazzling ribbon cutting ceremony. Re-opening attraction was HARLOW, and the management expects to top the fantastic business done some months ago by THE CARPETBAGGERS. (We'll have pix!)....In Central America, THE CARPETBAGGERS has opened with a flourish in Costa Rica, with later reports to follow.....IN HARM'S WAY continues to be 'Whammo in Nippon.'

GOOD NEWS ABOUNDS

LONDON - This is Lower Regent St., and at the top right hand corner is the entrance to the Plaza Theatre, where "The Amorous Adventures of Moll Flanders" is the queue-motive for all of these people. (Another queue-line runs at right angles to this one, along Jermyn Street, and around the corner). But the people you see are passing up the Cunard Line, the Ulster Office, Refrigeration Headquarters, the Post Office, J. Lyons & Co and Chamberlain & Jones --- all they want is 'Moll Flanders' and an intimate peep at her 'Amorous Adventures.'

The evidence already seems to point to Paramount International making a whopping success of "The Amorous Adventures of Moll Flanders." There is evident an eager appetite for this racy, risque romance....But that isn't all the good news, by far. International sales globetrotter Milton Goldstein is back from the Republic of South Africa, where in Johannesburg he witnessed what he believed to have been the most exciting premiere of "The Carpetbaggers" in the dazzling history of that picture. We will illustrate the event next month.

Then there is fascinating information from Paris, sent by Luigi Luraschi, production assistant to President Weltner, to the effect that early shooting on "Is Paris Burning?" indicates that the massive true-life story on which this picture is based, is providing our company with a massive and exciting film calculated to excite picturegoers the world over.

We in turn are excited over the good news that "In Harm's Way" is demonstrating that it, too, is just what the film fans of the world want in the way of exciting entertainment.

There is exciting news from the sets of "Nevada Smith," now in production, and from "Seconds," just completing production.

And so it goes!

LONDON - "Moll's House," which at this time of the year (and for weeks to come), is the Plaza Theatre. And, as you can see, with the modern invention of the photograph, "The Amorous Adventures of Moll (Flanders)" are, or is, keeping the place packed to capacity. (We are not sure as to whether or not this form of public information was in use back in the Eighteenth Century).



IN HARM'S WAY

AN OTTO PREMINGER FILM

IN HARM'S WAY

AN OTTO PREMINGER FILM

IN HARM'S WAY

AN OTTO PREMINGER FILM

Right at this moment we are aching, in an editorial sense, for pictorial evidence of the great engagements of "In Harm's Way" in Osaka, Tokyo, Hongkong, Antwerp and Hamburg. The success elements in all cases have been flashed by cable, but until wire-photo becomes a little less expensive, photo evidence must await the workmanship of man, the exigencies of the mails, and the whims of the airplane.

The main thing to know is that the successes have been registered, and that the Otto Preminger film has been acclaimed already on a massive scale in very important territories.

Meanwhile, we have the concrete evidence that in the last two weeks in July, both nationally and in 104 theatres in the New York City area, "In Harm's Way" produced a multi-million-dollar business which made all of the exhibitors involved very happy.

First international engagement of "In Harm's Way" outside of England was at the Metro Theatre, Antwerp, Belgium.

Presto! The mighty Preminger picture topped the otherwise record-breaking performance of "The Carpetbaggers" in the same theatre by a substantial percentage.

Hot on the heels of the above despatch came cabled word from Tokyo that the first four days of "In Harm's Way" at the Scalaza Theatre produced "the best business this excellent theatre has done for months."



PARIS - Bookstores here enthusiastically co-operated with displays of the James Bassett book from which Otto Preminger created the cinematically exciting "In Harm's Way."

LEFT

While awaiting pictorial evidence from overseas on the engagements in many important centres, here is a reminiscent return to the picture itself.

Here are the characters (so skilfully and effectively portrayed by Hugh O'Brian and Barbara Bouchet), who awake from a romantic night on the beach at Pearl Harbor to find themselves in the front row of War!

HAL'S HARVEST

A RICH PARAMOUNT PERENNIAL

Anyone desiring a nostalgic thrill has only to go back through the years and re-view the priceless parade of product that Hal Wallis has delivered for Paramount distribution...And now, as we look ahead to Paramount's glowing prospects, it is strikingly evident that Hal has an infinitely greater contribution to make to Paramount's participation in world-wide screen entertainment.

As we go to press, Hal Wallis is in Honolulu keeping his world-wide weather eye on the production of his latest Elvis Presley picture, "Hawaiian Paradise." Paramounteers (and exhibitors) the world over know the towering benefits which accrue when Presley and the Pacific are amalgamed by Wallis, Paramount, Technicolor, music, hulas and Hawaiian gaiety.

"Hawaiian Paradise" is already a foregone hit!

But before getting this production rolling, Hal Wallis again demonstrated his boundless faith in the future of our business by doing quite a bit of contract signing.

First, for the current picture, he signed as Presley's leading lady, Suzanna Leigh, who just so recently had scored so heavily as one of the three international hostesses in Wallis' own production of "Boeing-Boeing." He also signed Hawaiian-born Japanese actor James Shigeta for the role of Presley's fellow pilot and partner in a helicopter service that the two operate in the islands.

Then, with a practical eye to the future, producer Wallis signed to a 5-year contract the French co-star of "Boeing-Boeing," Dany Saval. Contract calls for Mlle. Saval to appear in a minimum of one picture a year for Wallis.

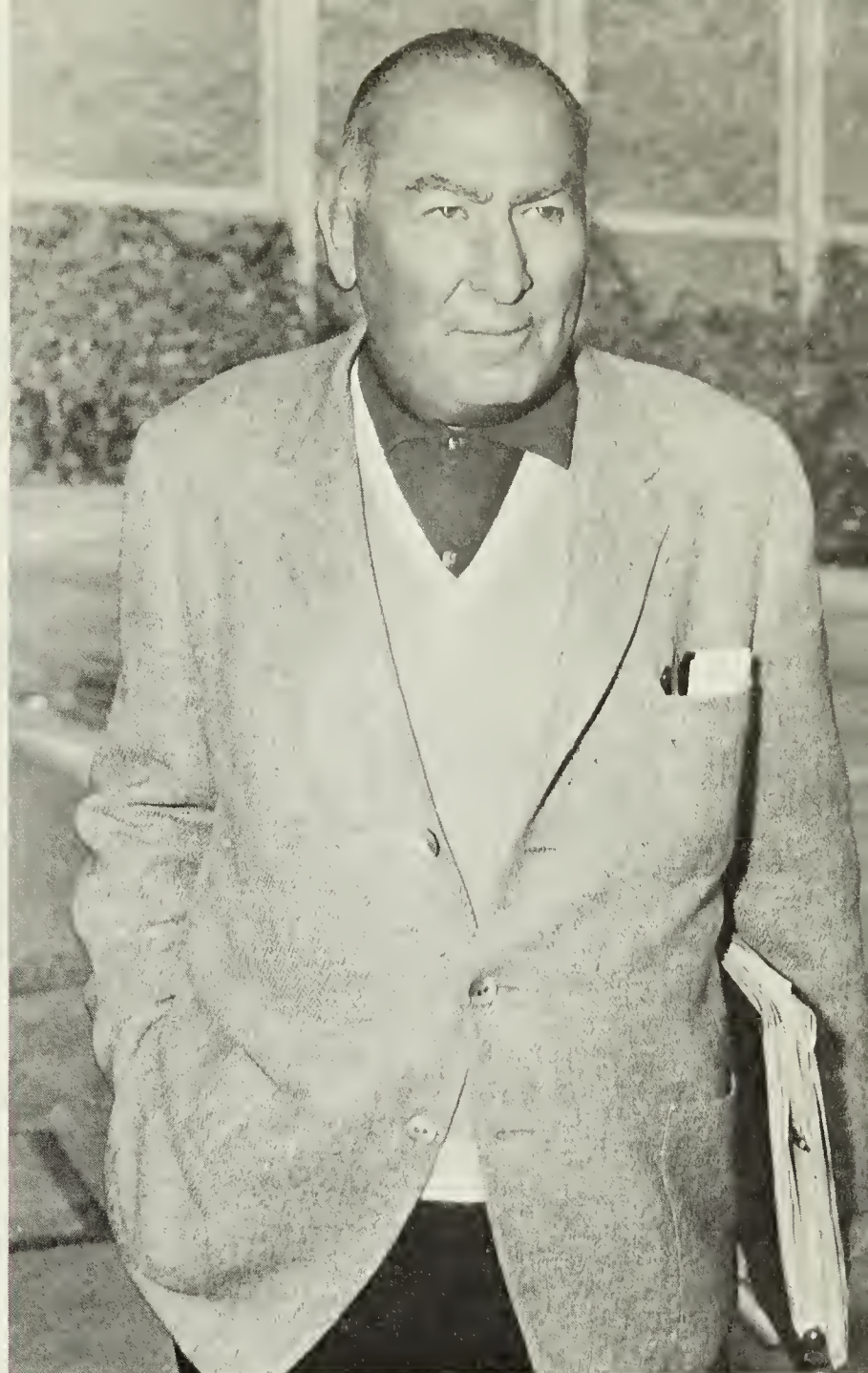
Then Wallis signed to a long-term contract Tanya Everett, one of Broadway's bright new stars who has scored a fine success in the hit musical,

"Fiddler on the Roof." First film for Miss Everett has not yet been assigned but she will be in a production early in 1966. Miss Everett is an accomplished singer, dancer and actress.



DANY SAVAL

The original soundtrack recording from Hal Wallis' "The Sons of Katie Elder" heads Columbia Records' album releases for August, timed to U.S. openings of the Paramount release. In addition to highlighting Elmer Bernstein's score, the album includes Johnny Cash's vocal of the film's title song, originally a Columbia single.



TURN, FOR A MOMENT, TO PAGE 40



HAL WALLIS with director John Rich, centre, and Jerry Lewis on the set of "Boeing-Boeing" during the filming of the uproarious comedy.

NEWS FROM THE BRANCHES

Hefty
September
Schedule

Paramount has scheduled 7 pictures for U.S. release in September, an increase of five over the same month last year.

Heading the new slate are three new films and four re-releases. Last September, the Paramount releases comprised two Martin & Lewis comedies.

The new September releases are: "The Skull," starring Christopher Lee and Peter Cushing; "Seven Slaves Against The World" and "Revenge of the Gladiators," all three in Techniscope and Technicolor.

In response to exhibitor demand, a new Dean Martin and Jerry Lewis package is set for September, "Pardners" and "Living It Up," both in Technicolor.

Completing September's releases are two of Audrey Hepburn's most popular films, "Breakfast At Tiffany's," in Technicolor, and "Sabrina," co-starring Humphrey Bogart and William Holden.



Although it is primarily a comedy, "Situation Hopeless But Not Serious" has its moments of some sort of 'terror' for Alec Guinness.

The trouble with the average family is it has too much month left over at the end of the money.
- Bill Vaughan

BOSTON

Three beautiful new Cinema theatres have been added to the Boston territory - one in the Saugus Shipping Center under Smith Management, one in Lawrence owned by Redstone and one in Brockton owned by the Interstate Circuit.

Recently Joe Levine and Mr. Boasberg were in Boston to attend the big "Harlow" screening - which, incidentally, was exceedingly well-received by our Exhibitors; and after the showing, everyone was transported by buses to the Statler-Hilton Hotel for a delicious luncheon, after which Joe Levine, Mr. Boasberg and Joe Friedman outlined all the facets of the "Harlow" campaign. All in all, it was a very interesting and festive occasion.

Booker Gil Norton has returned from a motor trip to Quebec and other interesting spots in Canada. Etta Glazin is packing her bag for a week's stay at the Cape. We're all praying for good weather for her.

- Stanley Farrington

CLEVELAND

Sorry to say Tony Reinman, our booker, will not be walking down the aisle on September 25th to give his daughter, Karen, away in marriage. Karen's boyfriend is in the Marines and his leave has been cancelled as of right now. He is on 24 hour call and will be definitely going to Vietnam.

I wanted to mention to other Paramounteers that I put one of Paramount's decals on the back window of my car and now I am being requested to give screen tests. How about that? So, even if I am not a STAR I might just be able to find one for the good of Paramount.....A star, that is.

Bill and Tony, our bookers, have been working very hard on PARAMOUNT WEEKS and we know we will be ahead of last year, and hope to be ahead of other Branches. It's not that we don't love you dear Paramount people it's just that we like to be running ahead of you at all times. No one can say we don't try; and that goes for Mr. Henderson, Mr. Belles and the rest of us here in Cleveland.

- Bea Hart

Pooches Welcome.....

A vacationer seeking a hotel room for himself and his dog received the following reply from an innkeeper in Kingston, Jamaica: "I've been in the hotel business for 40 years and never have I had to eject a disorderly dog. Never has a dog set fire to a bed. Never has he sneaked a girl into his room. Never has a dog stolen a towel or a blanket or gotten drunk. Your dog is welcome. If he will vouch for you, you can come along as well."

INDIANAPOLIS

We just finished our engagement of "In Harm's Way," multiple 1st run Indianapolis, to our best gross of the year.

With such forthcoming product as "Harlow," "The Sons Of Katie Elder," we are assured of a really excellent summer.

Branch manager's secretary, Vi Hoffmann, just returned from a welcomed vacation.

After screening "The Sons Of Katie Elder," all agreed we have a really great motion picture.

- Ray Thomas

DES MOINES

Betty Olson, branch manager's secretary, and her husband went off on a week's



BERLIN - "Hud" director, and producer-director of "The Spy Who Came In From The Cold," Martin Ritt, at a very familiar actual point in the 'cold war' during the filming of "The Spy."

vacation the first of August, going to the Lake.

Last issue we informed you that Tish Tortillo had set her wedding date for October 2nd. However, it has now been moved up to August 7th.

Boss, Chuck Caligiuri, informed us that the first Paramount Week was the biggest week on shorts that we've had since 1961. This was really great to hear!

"The Sons of Katie Elder" opened to excellent grosses in three theatres and all are holding for a second week. This is really good for three theatres in Des Moines holding a second week.

Albany Re-Established
As a U. S. Branch

The Albany branch was re-activated as a complete and separate unit from Buffalo, effective August 2nd.

The unit in the New York State capitol is under the supervision of John Serfustino, branch manager. The address:

Paramount Film Distributing Corporation
991 Broadway,
Albany, New York 12204

The Seven Arts contribution to the Paramount release roster continues to mount impressively.

Completed to date is "Promise Her Anything." Filmed and now in final editing process is "Oh Dad, Poor Dad...."

In actual process of filming, having started on July 19th., is the massive, spellbinding saga of the French capital, "Is Paris Burning?"

And set for commencement at the end of this month, is Tennessee Williams' "This Property Is Condemned," with Natalie Wood as its star.



LONDON - Leaving London Airport for business talks in France and discussions on forthcoming Paramount productions, are producer Harry Saltzman; Howard W. Koch, Paramount vice-president and studio and production head; and Ray Stark, Seven Arts Productions film head. On the left is Mrs. Saltzman, in centre, Mrs. Koch.

RAY STARK, SEVEN ARTS AND PARAMOUNT

THE MAKING OF "IS PARIS BURNING?"

PARIS-----Today, July 19th, filming began here on "Is Paris Burning?", one of the most dramatic and suspense-filled stories of World War II.

The film, recounting the liberation of Paris from Nazi rule, is based on the current best-seller by Larry Collins and Dominique Lapierre and will be released throughout the world by Paramount.

Being produced on a monumental scale by Paul Graetz for Transcontinental Films-Marianne Productions, "Is Paris Burning?" has been written for the screen by noted playwright-novelist Gore Vidal and Francis Ford Coppola.

Faithful to the story of the liberation because no dramatic improvisation could exceed the power and suspense of the actual event, the Paramount-Seven Arts presentation is being photographed in large measure in the streets of Paris in the actual locations where the events took place during the five memorable days of August 1944.

The French government and the French citizenry are cooperating to the maximum to facilitate the re-creation of the historic struggle of resistance which finally led to the overpowering of the conqueror. A tremendous task of logistics is involved to simulate the look of war-torn Paris of a generation ago.

Among the landmarks which play an important part in the picture are such world-famous sites as the Louvre, the Eiffel Tower, the Arc de Triomphe, the Opera, Les Invalides and the Madeleine. Permission to film these public and normally crowded areas has been granted as a show of the dedication to the production of "Is

Paris Burning?", which is felt by French officials and the French population.

Directing this vast film project is Rene Clement, one of the most notable of French filmmakers. His cast, assembled from a roster of the great names in motion pictures in the United States, France, Germany and England, will eventually include in its number 20 stars and a like number of feature players, there being nearly 50 speaking parts in the script of "Is Paris Burning?"

The first player set was Gert Frobe, famed as Goldfinger and accurately acclaimed for his performance in "Those Magnificent Men In Their Flying Machines." Frobe plays Dietrich Von Choltitz, the German general who saved Paris.

"Is Paris Burning?" has registered 70,000 sales in its first month, and is now the third ranking best-seller in the authoritative best-seller charts of the United States. The motion picture will be completed within the year and is aimed for release late in 1966.

Also high on the 'imminent production' list of Seven Arts is the electrifying thrill subject, "Assault On The Queen," co-starring Frank Sinatra and Verna Lisi.

Picture will depict the piracy of an ocean liner on the high seas by a band of men operating from a salvaged World War I submarine.

"Assault On The Queen," based on the noted novel by Jack Finney, has been adapted to the screen by Rod Serlin and will be produced by William Goetz.



Ray Stark, a whiz at figures of commerce, cuts a fine water-ski "figure of 8" on the surface of the pellucid waters of Jamaica's Montego Bay during the making of "Oh Dad, Poor Dad....."

THE SPY

WHO CAME
IN FROM
THE COLD

Truly great films have a built-in momentum which nourishes them from the moment they are announced to the day of their triumphal presentation to the world. By a process that is unfathomable, the mark of greatness is imprinted on them for all the world to see..."The Spy Who Came In From The Cold" already bears that mark.



A great motion picture can bring new greatness to many who participate in its making. "The Spy Who Came In From The Cold" certainly brings abundant new greatness to its co-star and leading lady --- Claire Bloom!

Agreement has been reached for RCA Victor Records to release the original soundtrack album of "The Spy Who Came In From The Cold," which has a musical score by Sol Kaplan. RCA Victor also will release vocal and instrumental singles from the picture.



In order to achieve the degree of degradation which the role in his profession calls for, the "Spy" has to clobber his way down the road of righteousness, rather than up. And Richard Burton, in the interests of realism, had to act forcefully with his fists, thus bringing a new skill to his thespian career.

Two lost souls band together for mutual aid, not knowing what the future has in store for them, caring only that they have each other for a few precious moments.....Richard Burton and Claire Bloom in an early episode in a film already forecast as Paramount's finest motion picture drama.



THE BERLIN WALL (Reproduced in part in Dublin for the purposes of filming facility) is a major, and ominous 'heavy' in "The Spy Who Came In From The Cold." Drama, stark, ferocious and quite unforgettable, occurs at this man-made symbol of concrete conscience.

HARLOW

VARIETY

PICTURE GROSSES

9

Heat Bops B'way But 'Harlow' Wham

Despite the hot, humid weather, "Harlow" is doing blockbuster trade, daydating the RKO Palace and RKO 58th Street, latter going into first-run category for this engagement.

Top line in the Broadway business report of Variety, issue of July 28th.



NEW YORK - Alexander's Department Stores in Fordham Road, Bronx, and Rego Park, Queens - with a hefty aid from Paramount's Lige Brien - devoted several valuable windows to "Harlow." Two of the most effective are pictured here.



SYDNEY - Photographed in the lobby of the Prince Edward the evening of the "Harlow" premiere. From left: James A. Sixsmith, Paramount secretary-treasurer; Jan Rennison (as 'Jean Harlow'); Alan Wardrobe, advertising-publicity manager; Jack Edwards, general sales manager and Miss Diana Wilton, daughter of Cam Wilton, a director of Paramount Film Service.

RIGHT

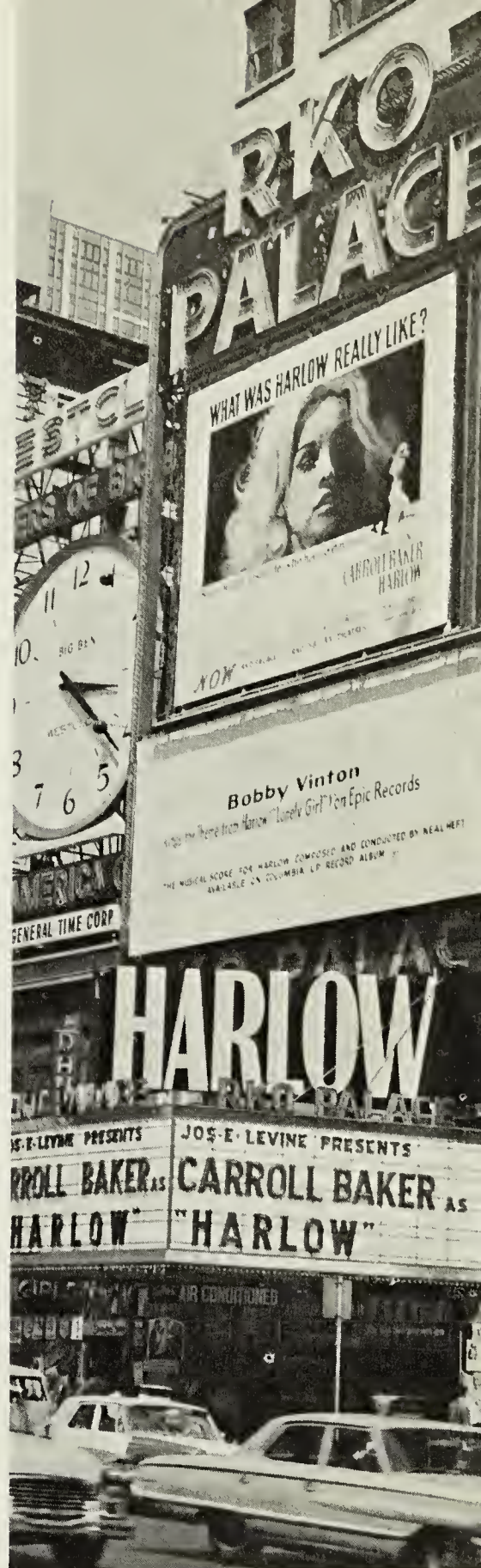
In background, one of a parade of 'vintage' cars arriving at the Prince Edward Theatre for "Harlow" premiere.

AUSTRALIA'S GALA PREEM EVOKED A SIZZLING CABLE

Following are highlights of cable from Sydney reporting gala premiere of "Harlow" at the Prince Edward Theatre:

"HARLOW" EXPLODED INTO SYDNEY WITH NOT ONE BUT TWO GALA PREMIERES AT PRINCE EDWARD THEATRE JULY 22 AND 23. CAPACITY AUDIENCES OF WIDEST STRATA BOTH EVENINGS. OPENING SAW ANNOUNCEMENT OF WINNER OF CHANNEL TV7 CONTEST BASED ON EARLY HARLOW MOVIES WHICH ATTRACTED THOUSAND PLUS CONTESTANTS. POLICE SUMMONED TO HANDLE CROWDS IN STREET ATTRACTED BY ARRIVAL OF TV STARS AND SYDNEY'S CARROLL BAKER IMPERSONATOR JAN RENNISON ARRIVING IN VINTAGE AUTOMOBILES. FRIDAY NIGHT PREMIERE ATTRACTED MEMBERS OF PRESS AND ENTERTAINMENT WORLD, POLITICIANS, SOCIALLY PROMINENT CITIZENS AND LEADERS OF INDUSTRY AND COMMERCE, AND ALSO MISS RENNISON MAKING ANOTHER GALA APPEARANCE. ALL OF THIS BACKED BY MOST COMPREHENSIVE TV PRESS AND RADIO CAMPAIGN IN HISTORY OF PARAMOUNT. TV CAMPAIGN OVER STATION ATN7 AND TCN9 RAN SEVEN DAYS PRIOR TO OPENING BACKED BY RADIO CAMPAIGN ON FIVE STATIONS AND NEWSPAPER CAMPAIGN THAT RIVALLED THAT OF "THE CARPETBAGGERS" PLUS MANY-SIDED PROMOTIONAL CAMPAIGN THAT WAS BIGGEST FOR ANY PICTURE EVER RELEASED HERE BY PARAMOUNT.

- WARDROPE



NEW YORK - Front of the Palace, one of this city's two major theatres where "Harlow" had its Manhattan release. (The other is the RKO 58th Street).



LONDON - David's Record Shop in Soho. had this striking display for "Harlow" at the Plaza and the Bobby Vinton recording of "Lonely Girl" in the main entrance to the store.



One of a Host of Thrilling
Scenes from
HOWARD HAWKS'
RED LINE 7000

AUSTRALIA ENJOYING BOUT OF "H A R L O W" FEVER

Studio Visits



HOLLYWOOD - Exhibitor John Pye, of Perth, watches shooting on the set of "Oh Dad, Poor Dad," coached in the activities by stripe-coated co-star Hugh Griffith.

Mr. Pye controls a large circuit of West Australian drive-ins, and is also associated with Greater Union Theatres.

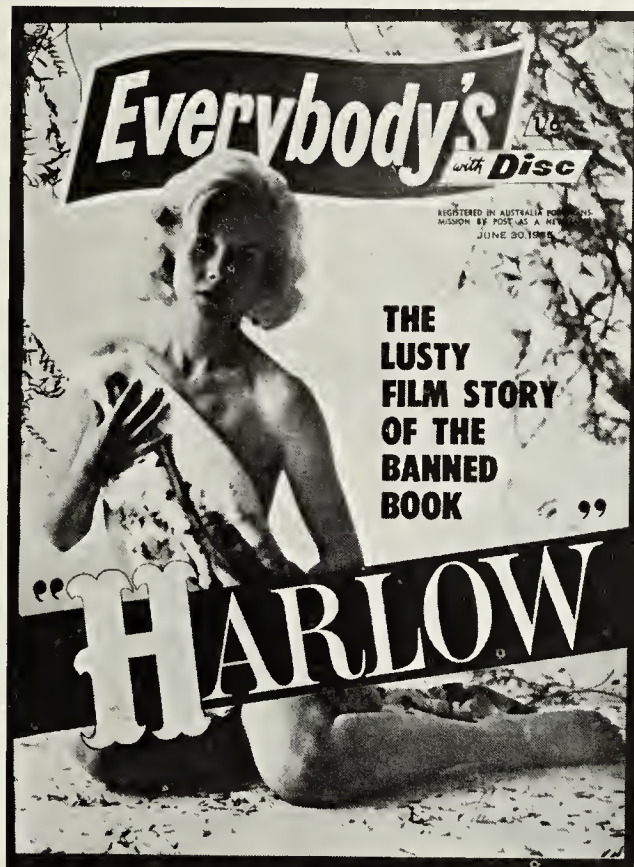


Here, on the set of the A. C. Lyles production, "Apache Uprising," co-star Rory Calhoun plays host and guide to Mr. and Mrs. Clyde Waterman, of Adelaide. Mr. Waterman, for several decades a top exhibitor, was one of the founders of the Waterman Circuit, one of the most successful cinema chains in film history.

There is more news about "HARLOW" in Australia on Pages 9 and 35.

Serializations

Smart showmanship in Australia has reaped bountiful harvests from the priceless assists of serializations in top-circulating publications. In no instance has this been proven better than in the current case of the sensationally successful "Harlow."



This is the cover of the June 30 issue of Everybody's, an enormously popular weekly illustrated magazine with a film and disc readership. This engagingly coloured cover announced the first installment of "Harlow," serialized from the film's script. The serialization ran through the issues of June 30, July 7 and 14, leading right into the film's premiere at the Sydney Prince Edward Theatre.

Paramount advertising and publicity manager Alan Wardrope carried the coup farther by securing world serialization rights outside of Australia; and in New York, Armand Cardea implemented this by having the texts translated into Spanish and circulated to all Latin American offices using Spanish.

Another "Harlow" accomplishment in Australia has been the serialization of Jean Harlow's own hitherto unpublished novel, "Today Is Tonight," which began running in Australian Women's Weekly on July 14th, and is still running.

Both publishing triumphs have been backed by impact-plus radio, TV and press campaigns which have augmented the 'Harlow Fever' which has gripped the entire country.

All Capitals ➔



SYDNEY - Winner of First Prize for most interesting and imaginative table at this year's Movie Ball was Paramount's "Harlow" table. Entire production was conceived and executed by Hans Van Pinxteren, assistant to Alan Wardrope, publicity and advertising manager. Entire setting was in the mood of the "Harlow" period. Hand-cranking the camera is Graham Lewis, with pretty Carroll Sorby portraying the star. Both of them Paramounters, of course.

FROM TODAY'S HEADLINES COME TOMORROW'S BOX-OFFICE Paramount is in the news because...

- It's The Company With Excitement!
- Know-How! Showmanship! Experience!
- Top Creative Talents!
- Delivers The Goods And Merchandises!
- Greater Product Line-Up Than Ever Before!

"HARLOW" Joseph E. Levine's production with Carroll Baker • Otto Preminger's all-star film "IN HARMS WAY" • Kim Hovak in "THE AMOROUS ADVENTURES OF MOLL FLANDERS" • Hal Wallis' "THE SONS OF HITTIE EIDER" with John Wayne • Richard Dutton in Martin Ritt's "THE SPY WHO CAME FROM TINY COLD" • Sophia Loren and Peter Finch in "JUDITH" • "NO BAIL FOR THE JUDGE" • Bette Davis and Susan Hayward in "WHERE LOVE HAS GONE" • Natalie Wood in Tennessee Williams' "THIS PROPERTY IS CONDEMNED" • Hec Caines in "SITUATION HOPELESS, BUT NOT SERIOUS" • Peter Dinklage as "WILL THOMAS" • Tony Curtis and Jerry Lewis in "GOING BOHOM" • Shelley Winters and Robert Taylor in Joseph E. Levine's "A HOUSE IS NOT A HOME" • Howard Hawk's "RED LINE 7000" • Pearl Buck's "IMPERIAL WOMAN" • Neil Simon's "HARTFOOT IN THE PARK" • "OH DAD, POOR DAD, MIMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD" • Kirk Douglas in "SECONDS" • "THE DEEP FREEZE GIRLS" • "PROMISE HER ANYTHING" • Kirk Douglas in "MONTEZUMA" • A. C. Lyles' "TOWN TAMER" and "BLICK SPURS" • Connel Wilde's "THE HAKED PREY" • Nancy Hwan in "WHERE THE TIGER SLEEPS" • "THE STARS IN THEIR COURSES" • "ALTER" • "THE ODD COUPLE" • "DECISION AT DELPHI" • Nudyard Apling's "THE MAN WHO WOULD BE KING" • "DINGHARA" • Joseph E. Levine's "NEVADA SMITH" with Steve McQueen • "SANDS OF KALIHARI" • "ANNY OF THE THOUSAND DAYS" • "ASSAULT ON THE QUEEN" • "MY EAST DUCHESS" • "FUNERAL IN BERLIN" • "WHEN THE LION FEEDS"

SYDNEY - Start of July saw the 1965 Movie Ball in all of its Aussie glory. Souvenir of the occasion was a 'hopped up' edition of The Film Weekly, with most of the public relations men going off the deep end with their promotional ads. Paramount's Alan Wardrope chose the conservative approach as the best value for money spent, the above being a reproduction of the Paramount full page ad.

.....H A R L O W has now premiered in all of the Continental Australian capitals -- Sydney, Melbourne, Brisbane, Adelaide and Perth. The premieres followed on showmanship campaigns that were without precedent in Australian film history -- as we shall demonstrate next issue when the evidence comes to hand.

A rabbit and a lion entered a restaurant and sat down at a table for two.

"One head of lettuce," ordered the rabbit. "No dressing."

The waiter pointed to the lion. "What'll your friend have?" he asked.

"Nothing."

"What's the matter? Isn't he hungry?"

The rabbit looked him squarely in the eye. "Look," he said, "if this lion was hungry, do you think I'd be sitting here?"



HOLLYWOOD - Bearded Hugh Griffith, co-star of "Oh Dad, Poor Dad," welcomes to the set of the riotous comedy some delegates from Italy from the world-wide convention of Lions International. Included are Paramount manager Giuseppe Pisano, of Cagliari, Sardinia (2nd from right) and Mrs. Pisano (2nd from left). Others are - Mr. Cesare Patrone, at left, and Mr. and Mrs. Paolo Scarpa.

DA VENT'ANNI NON AVEVAMO TANTI FILM PARAMOUNT IN LAVORAZIONE COME NE ABBIAMO ORA

Oggi siamo in un'era d'immense produzione Paramount. E' un'era più grande di quante le maggior parte di noi ricordi ed è forse la nostra era più grande di tutte giacché ogni singolo film che viene prodotto è un film di massimo calibro. Effettivamente, la nostra Casa non produce più 'piccoli' film, o film 'di costo limitato'. Oggi occorrono film grandi e la Paramount provvede a questa necessità nel modo più pratico possibile, cioè facendo film grandi, film di cassetts.

Ne avrete voi stessi, del resto, una prova

LOS ANGELES - Raf Vallone (arrow), co-star of "Harlow," with the Milan soccer team at the Stadium before the team's game against Mexico recently. Raf made the first kick-off. (Another picture of the event on Page 35).



e pagine 19, dove a proposito di NEVADA SMITH troverete un annuncio come non si è mai fatto nella storia del cinematografo. Le due pagine del New York Times ivi riprodotte non sono che un piccolo indizio del nuovo stile a cui la nostra Casa sta oggi informando la propria attività. C'è poi un altro film di carattere assolutamente eccezionale, cioè THE OSCAR, che sarà un interessantissimo lavoro basato sul più famoso premio del mondo. Sulla scelta degli interpreti delle suddette due pellicole, NEVADA SMITH e THE OSCAR, attualmente in lavorazione si nostri studi di Hollywood, troverete dettagli in altre pagine del presente numero.

Circa HARLOW, IN HARM'S WAY e THE SONS OF KATIE ELDER è superfluo aggiungere che essi stanno dando la miglior prova possibile del loro valore nel modo più pratico e naturale, cioè al botteghino dei locali che li programmano. Già ultimata e pronta per la visione abbiamo inoltre una serie di lavori che rappresenterà future decine di milioni di dollari d'incassi. Pensate a questi titoli se volete rallegrarvi sin da ora: THE SPY WHO CAME IN FROM THE COLD, SANDS OF THE KALAHARI, PROMISE HER ANYTHING, OH DAD, POOR DAD, BOEING-BOEING, ALFIE, THE SKULL, APACHE UPRISING. Tanto per citarne qualcuno.

Abbiamo anche la fortuna di avere dei grandi produttori. Prendete, per esempio, Hal Wallis. E' stato sempre un vero creatore di successi. Ultimamente ci ha dato un film della grandezza di THE SONS OF KATIE ELDER nonché la splendida, deliziosa commedia BOEING-BOEING, ed ora sta girando HAWAIIAN PARADISE con Elvis Presley. E quando Hal Wallis fa un film di Presley, si può contare su incassi d'oro.

Per tornare alle nostre altre pellicole, non abbiamo bisogno di esprimervi il nostro entusiasmo per JUDITH che ci presenterà un nuovo aspetto del talento drammatico di Sophia Loren; né di aggiungere che siamo incantati del film di Howard Hawks RED LINE 7000, uno dei più bei lavori sulle corse automobilistiche che appaiono in modo particolare anche la nuova generazione.

In breve, il lato produzione della Paramount non è mai stato ad un livello così alto come l'attuale. La lunga campagna di preparazione intrapresa dal Presidente George Welton e i fini del primato della Paramount nella nostra industria comincia a dare i suoi frutti. Ora sta in noi la continua responsabilità di far sì che queste magnifiche produzioni che egli ci ha procurato riesca ad assicurare il massimo rendimento possibile in ogni singolo paese del mondo dove esiste un ufficio Paramount.

A SPECIAL FEATURETTE on Hal Wallis' "The Sons of Katie Elder," entitled "Outlaws of the Old West," has been shown on 47 TV stations in the U.S. and Canada, with an aggregate audience of more than 17,000,000 viewers.

The featurette, which will continue to be shown throughout the summer as the Paramount release opens in new engagements, compares the Elder brothers of the film with some of the famous outlaws and renegades of the 19th century.

EUROPE



LISBON - There is no missing the attractions advertised at the Imperio Cinema. This big poster is for "Where Love Has Gone."



BEIRUT, Lebanon - Striking front of the Empire Theatre during the highly successful engagement of "The Carpetbaggers."

RIGHT

CAIRO, Egypt - Part of the forecourt of the Radio Cinema, with towering figures of George Peppard and Carroll Baker dominating the exiting audience during the fantastically successful engagement of "The Carpetbaggers."



HOLLYWOOD - "Harlow" co-star Raf Vallone discussing the Paramount picture with Mrs. Kosta Alexander Athineos, Greek film correspondent.

French Awards for Peter O'Toole.....

PARIS - The eminent French trade journal, *Le Film Français*, has named Peter O'Toole as the "best foreign actor of the year."

The Academie du Cinema has bestowed on Mr. O'Toole its Crystal Star for his performance in Hal Wallis' "Becket."

Both awards will be presented to the star in October, at which time we will photographically report the events.



BERLIN - Eye-catching display of Paramount product on this city's celebrated Kurfürstendamm during the recent Berlin Film Festival. Pictures advertised are "The Amorous Adventures of Moll Flanders," "In Harm's Way" and "Where Love Has Gone." First and third of the pictures were showing at the Film-Bühne Wien, and the Otto Preminger massive drama at the Zoo Palast.



MADRID - Spectacular and exciting premiere of the Paramount Spanish production, "Currito De La Cruz" at the Cine Madrid here. Event was witnessed personally by Mr. Stanton Griffis, director of Paramount Pictures Corporation, and former Chairman of the Executive Committee of the Company.



In centre is Mr. Stanton Griffis (who is still affectionately called Mr. Ambassador on account of his wonderful tenure as United States Ambassador to Spain several years ago). Reading from left: General manager Frank A. Siter with several members of the cast of "Currito De La Cruz" -- Arturo Fernandez, Manuel Cano (El Pireo), Soledad Miranda, Paco Rabal, Mercedes Vecino.

With August about to get off the calendar for 1965, we can expect a flock of most interesting film news from the Continental Division for next issue.

When the title of the film says "The Naked Prey," it means it! And you can thank your lucky stars that you've never been placed in the spot that Cornel Wilde finds himself in, in this very exciting, very thrilling and quite breathless film.



MEHR PARAMOUNT-FILME IN DER PRODUKTION ALS JE ZUVOR IN DEN VERGAN- GENEN ZWANZIG JAHREN

Wir befinden uns in einem Zeitabschnitt enormer Paramount-Produktionen. Es ist eine Ära, die größer ist als alle, an die wir uns erinnern können, denn jeder Film ist von einzigartiger Qualität. Wir machen keine "kleinen" oder "mittelmäßigen" Filme mehr, es sind große Kassenschlager, wie sie die Welt von heute verlangt.

Ein Beispiel dafür finden Sie auf Seite 19, wo wir über NEVADA SMITH berichten, der nicht seinesgleichen in der Filmgeschichte findet. Diese beiden Seiten in der New York Times sind typisch für den Kurs, den Paramount nun eingeschlagen hat. Dann ist

hier noch DER "OSKAR", eine ungewöhnliche, leidenschaftliche Produktion, die sich mit der Verleihung des weltbekannten Filmpreises auseinandersetzt. Beide Filme - NEVADA SMITH und DER "OSKAR" - werden zur Zeit in den Hollywood Studios gedreht; Einzelheiten über die Besetzung finden Sie an anderer Stelle.

DIE WELT DER JEAN HARLOW, ERSTER SIEG und DIE SÖHNE DER KATIE ELDER beweisen ihre Qualität bereits an dem eindeutigsten Gradmesser - der Kinokasse. Bereits fertiggestellt und kurz vor der Aufführung stehen eine Reihe von Filmen, deren Geschäftswert einige 10 Millionen Dollar beträgt - man könnte diese Filme als Goldgruben bezeichnen: DER SPION, DER AUS DER KÄLTE KAM, DIE VERDAMMTEN DER KALAHARI, VERSPRICH IHR ALLES, OH VATER, ARMER VATER, MAMA HING DICH IN DEN SCHRANK, UND ICH BIN GANZ KRANK, BOEING-BOEING, ALFIE, DER SCHÄDEL, DIE APACHEN. Wir haben hier nur ein paar aufgezählt.

Und dann haben wir auch große Produzenten. Nehmen wir z.B. Hal Wallis. Er ist vielleicht der beständigste Erfolgsproduzent. Wir brauchen nur an seine großen Filme wie DIE SÖHNE DER KATIE ELDER und die Komödie BOEING-BOEING zu denken. Zur Zeit hat er einen neuen Presley vor der Kamera, PARADIES HAWAII. Wenn Hal Wallis einen Presley-Film dreht, dann bedeutet das pures Gold.

Wir wollen in unserer Begeisterung noch einen Augenblick bei JUDITH verweilen, der durch die dramatische Interpretation durch Sophia Loren als Meilenstein betrachtet werden kann. Wir freuen uns auf ROTE LINIE 7000, der besonders für die jüngere Generation zu einem Erlebnis werden wird.

Kurz gesagt, die Produktions-Aktivität der Paramount-Organisation war noch nie so groß wie in diesen Tagen. Präsident George Weltner's intensive und durchdachte Planung für die Vorrangstellung unserer Firma in der Filmindustrie bringt Früchte. Es obliegt nun unserer Verantwortung, dafür zu sorgen, daß dieser Erfolg bleibt und daß wir Paramounteers in der ganzen Welt das äußerste aus den Filmen machen.



KIRK DOUGLAS has the role of U.S. General George S. Patton in the current mighty Seven Arts production, "Is Paris Burning?" now being filmed in Paris for Paramount world release. This will mark the first time that General Patton has been impersonated in a dramatic motion picture.

Bogotá Bonanza!

BOGOTÁ, Colombia -- Manager Victor Cortes is really turning handsprings over "The Carpetbaggers." The queues at the Opera Cinema at night have resulted in the Joseph E. Levine-Paramount production becoming Colombia's "highest grossing picture outside of 'The Ten Commandments'."



Press-Music Screening for "Moll Flanders"



LONDON - Jack Upfold's public relations task force held a most successful magazine and music screening, recently, of Marcel Hellman's production, "The Amorous Adventures of Moll Flanders." Shown above are Mr. Hellman, Mr. Upfold and Bill Pay of Motion Picture Herald.



Mr. Hellman is shown here with Elspeth Grant ("She" and "Tatler") and Sidney Vauce ("Courier").



Also attending were Ben Toney, Radio London; Paul Hollingdale, BBC; John Addison and Malcolm Morris, ABC-TV; Roger Ordish, BBC "Roundabout"; Simon Dee, BBC and Luxembourg d/j.



...and Robert Angles, RCA-Victor, releasing the soundtrack LP; Leslie Pound, Paramount showmanship manager; Howard Kent and John Addison.

John Addison, shown twice above, composed and conducted the music score for "The Amorous Adventures of Moll Flanders."

BRITAIN'S FILM EVENTS OF PARAMOUNT INTEREST

Okay for "Moll"

Here's London's Daily Cinema's rating of "The Amorous Adventures of Moll Flanders," in the trade paper's issue of July 21st.:

Rating: Bustling, bawdy, bright and breezy period romp, based on Daniel Defoe's saucy classic set in eighteenth century England: handsomely staged, dressed and photographed; packed with lively fun, sexy shennanigans and star performances. Outstanding box-office X-spectacular for popular halls... It should keep audiences queueing and chuckling for a long time to come.

The Plaza Premiere Of "Moll Flanders"



LONDON - Lobby of the Plaza, with the Plaza Girls (usherettes) in their 'Moll Flanders' costumes. In the Sedan Chair, Miss Maureen Lane, who arrived at the theatre in coach-and-four, impersonating the real and the cinema 'Moll Flanders.'

The Daily Cinema devoted four full pages to photographs of the 'Moll Flanders' premiere. Event's scope and color rated this special attention.

Scene outside the Plaza for the spectacular coach arrival of 'Moll Flanders' and the Plaza Girls.

Inside the Plaza, one of the most fashionable premiere audiences in many months.

Away from the Plaza, inside the city's newspaper offices, critics who had seen the picture earlier, were writing a host of fine reviews.



ALL ABOUT "ALFIE"

LONDON - This informal group is on the set of "Alfie," now in production at Twickenham Studios as a Paramount release. "Alfie" is being made from Bill Naughton's stage play of a Londoner who was irresistible to girls. Michael Caine, at left (he was the almost insufferable lieutenant in "Zulu"), is the star of the bouncy comedy. Others in the group, from left, are: Mrs. Lewis Gilbert; John Gilbert; Howard Harrison, managing director of Paramount British Pictures, Ltd., and Lewis Gilbert, producer and director of "Alfie."

LONDON - Recently, a distinguished Church of England priest, Father Edwyn Young, Rector of Liverpool, and well-known to many Paramount personnel in New York and Hollywood, was here to fulfil a preaching engagement.

He carried a briefcase, and rather shook one of his brother clergy when he opened it. The case contained three books - a prayer book, a Bible and a copy of the book "Harlow."

Father Young is an avid film fan and was looking forward to seeing "Harlow" at the Plaza. He also was expecting to see how masterfully the subject matter of the book had been handled by the film's producer.



She's laughable.

She's lovable

She's a small wonder

It's Paramount's newest sweetheart, just half a witchtime old (like it takes 500 years to become a full witchtime old). Little Honey, like the sorcerer's apprentice, does magical mischief when Maggie (her old witch cousin) is away. She looks to overcome the tedium of her chores by getting magic to do the work for her. And that's when the trouble begins.

Not quite up on her spells and potions, the effects of her sophomoric sorcery are laughable and bewitching. Her sidekick is a Transylvanian Bat, appropriately named Frisky Bat. He saves the day when Honey's goofs get her into a jam. Along for the Musical Broomride (yes, our half-grown kid witch sings and dances to gay little tunes), are other Netherworld characters such as a Freudian witch doctor of American Indian descent, a snitch-type witch kid (Teenie Meenie), who's out to do Honey wrong, and sprinkles of giants, dragons, ogres and dwarfs.

Far from earthbound, this series (seven to be produced and released by Paramount in 1965) makes full use of the weird, wild and wonderful freedom of the cartoon medium—jaunting all over the world of make believe, and under it too!

Honey Half-Witch is an updated feature, conceived to entertain the grownups and enchant the kids.

Honey Half-Witch

Printed in the U.S.A.

...a real spellbinder

Paramount's happy new cartoon series, "Honey Half-Witch," is having a spirited publicity and advertising campaign put in back of it. Here are both sides of a flier given wide distribution the past couple of weeks and announcing, among other facts, that Paramount will release 7 "Honey Half-Witch" subjects during the remainder of 1965.



Last line in the copy on the page with the three cartoons, says: "Honey Half-Witch" is an updated feature, conceived to entertain the grownups and enchant the kids!

First of the "Honey Half-Witch" series has been screened. It created unreserved pleasure. It bears the cute and memorable title of "POOR LITTLE WITCH GIRL." It should be widely booked and should produce a 'witch wevenue.'

No salesman is adequately equipped if he lacks facts about his product. In our business this applies equally to short features as it does to features. So now that our shorts have a marked upbeat in audience appeal, Mario Ghio has revived 'fact sheets' on all shorts. Above is reproduction of the one on the highly risible "The Itch." Others recently released tell of "Poor Little Witch Girl," "Here Comes Rusty" and "Snow Fun."

PARAMOUNT SHORTS ARE REALLY TERRIFIC

....And some of the U.S. Paramounteers are mighty well aware of the fact. We have evidence of this on another page.....

On Page 6, in the branch news columns, we find this item from Cincinnati: "Boss, Chuck Caligiuri, informed us that the first Paramount Week was the biggest week on shorts that we've had since 1961. This was really great to hear!" Well, a great deal of credit for the constant upbeat effort on short features rests in the constant pressure which Fred Leroy gives branch standings on shorts in the Sales Manual. He effectively lets the world know who is up and who is down in the constant effort to secure for our splendid short features the measure of distribution and playing time they are entitled to.



You must pardon the above interruption by the peregrinating, perambulating, wifely-bedeveled "Mr. Itch." This happy cartoon figure, having learned to sprout his own wings and fly at will, takes off by day or by night. The one above is one of his nocturnal sorties -- because the only reason for going to Paris by day would be to see the Eiffel Tower. And the Tower is not on the mind of "Mr. Itch."

PARAMOUNT SHORT SUBJECTS INFORMATION SHEET

THE ITCH
Modern Madcap
July 1965
K24 -7
6 Min.

The itch that Mr. Petters develops on his bus ride home from the office causes a remarkable thing to happen. He sprouts wings. Petters tries to tell his wife about his new wings, but she's too busy watching television. He decides to give them a try and discovers he can really fly. Petters is mistaken for a mysterious flying monster by his neighbors but is finally able to convince the police that he has just been taking an innocent little fly-about. The police, however, won't let Petters fly without a license. In order to get to the license bureau before it closes he decides to fly, and in the process is shot down by Col. Bloodsport as the Colonel is describing a safari that he has been on. Petters gets up, dusts himself off and heads for home, minus one pair of wings.

"THE ITCH" - Modern Madcap - a whimsical story of a man who sprouts wings and starts flying about London until he is shot down by mistake.

SPORTS • TRAVEL • ADVENTURE • HUMAN INTEREST • ACTION • CARTOONS

We would like very much to illustrate, or report, some advertising, publicity or showmanship relating to a Paramount Short Feature.....Do you have any such material that we could use in next month's special Product Issue?

INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA

STRATO-CINEMA program
AN INFLIGHT MOTION PICTURE PRESENTATION INFLIGHT

What's New?

JULY 1965

ISSUED IN THE INTEREST OF FAMOUS PLAYERS
EMPLOYEES AND ASSOCIATES COAST-TO-COAST



TOWN TAMER

A SOUVENIR OF YOUR FLIGHT ON TWA

HOLLYWOOD - Cover of a Strato-Cinema Program featuring the A.C. Lyles production, "Town Tamer." This program is issued by Inflight Motion Pictures Inc. and distributed on TWA, United Airlines, Philippines Airlines and Pakistan International Airlines.

To be chosen as an Inflight attraction is a special mark of distinction for a production.



NEW YORK - Another of the fine "Harlow" window displays in Alexanders Department Stores (see Page 9). These displays were among the finest ever secured in the Manhattan area.

DETROIT - Joseph E. Levine, at left, with Adolph Goldberg, partner in Community Theatres.

**FAMOUS
PLAYERS'
SUMMER
GALAXY
OF FINE
FILMS**

**Celebrating
45 YEARS
of Leadership
in Entertainment**

As we enter another summer season when television viewing is at its lowest point, when our people have become adjusted to daylight saving time and when "school is out", it is most important that each of us grasp to the fullest extent the opportunities for increased business that are available to us.

The Producers and Distributors of the pictures that we will be playing in our theatres have already done their job. And what a fine job it has been! You will appreciate this when you have read the messages from Ben Geldsaler, Bob Eves and Bill Summerville which appear on the following pages.

We have always been the leaders of the industry in our field - let's continue to hold that reputation by giving each of the pictures that we handle our best treatment - and in that way, serve our customers and our fellow employees in the best possible manner.

Robert J. Bolstad President

TORONTO - This July issue of the always "What's New?" company publication of Famous Players Canadian Corporation has been dedicated to the proposition that "The film product of 1965 is the best in film history."

President R.W. Bolstad's cover editorial is massively supported by the messages of Messrs. Ben Geldsaler, Bob Eves and Bill Summerville on the inside pages; and just as impressively by the wonderful round-up of all of the top product which Famous Players (a Paramount Pictures subsidiary) is, or will be, playing.

Toppers among the Paramount lineup in the publication are: "In Harm's Way," "Harlow," "The Sons of Katie Elder" and "The Family Jewels."



Disc stars Jan and Dean are welcomed to the Paramount Studio by studio and production head Howard W. Koch. The two young singers, who have a tremendous national and international phonograph record following, are starring in the upcoming Paramount feature comedy, "Easy Come, Easy Go."

Events Overseas



LONDON - Gay group in the lobby of the Plaza Theatre, evening of July 22nd, as "The Amorous Adventures of Moll Flanders" premiered in very auspicious fashion. Paramount managing director Russell W. Hadley, Jr. congratulates the celebrated Plaza Girls on their colorful gowns of the "Moll Flanders" period.

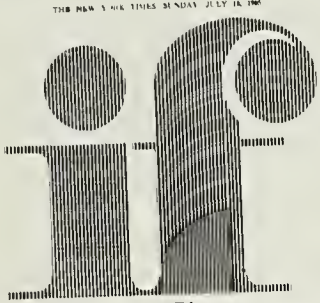


BARCELONA, Spain - Queues at the Fantasio Theatre for "Seven Days In May."

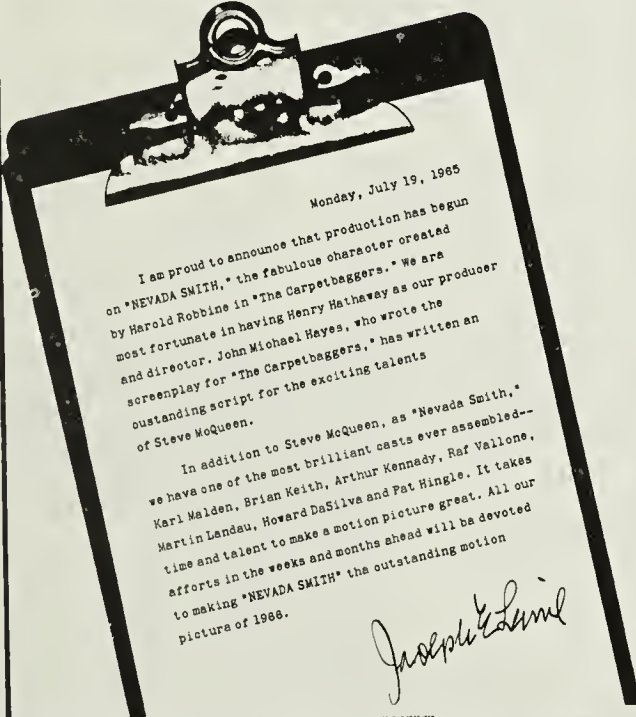
Next month's (September) issue of Paramount World will be devoted to current and forthcoming product, with information gathered by the editor in a comprehensive Hollywood studio visit.

TWO (2) WHOLE PAGES IN THE NEW YORK TIMES OF SUNDAY, JULY 18TH

THE NEW YORK TIMES SUNDAY JULY 18, 1966



you work for Paramount Pictures you will receive
this memo tomorrow from Joseph E. Levine on
NEVADA SMITH



Monday, July 19, 1966

I am proud to announce that production has begun on "NEVADA SMITH," the fabulous character created by Harold Robbins in "The Carpetbaggers." We are most fortunate in having Henry Hathaway as our producer and director. John Michael Hayes, who wrote the screenplay for "The Carpetbaggers," has written an outstanding script for the exciting talents of Steve McQueen.

In addition to Steve McQueen, as "Nevada Smith," we have one of the most brilliant casts ever assembled--Karl Malden, Brian Keith, Arthur Kennedy, Raf Vallone, Martin Landau, Howard Da Silva and Pat Hingle. It takes time and talent to make a motion picture great. All our efforts in the weeks and months ahead will be devoted to making "NEVADA SMITH" the outstanding motion picture of 1966.

Joseph E. Levine

BASED ON THE CHARACTER BY HAROLD ROBBINS. SCREENPLAY BY JOHN MICHAEL HAYES. EXECUTIVE PRODUCER JOSEPH E. LEVINE. Panavision® Technicolor® A SOLAR PRODUCTION

THE NEW YORK TIMES SUNDAY JULY 18, 1966



you like your motion picture entertainment Big, Bold, Adult
and Exciting, you will find it--and much, much more in
NEVADA SMITH



Joseph E. Levine presents

STEVE McQUEEN 

 **KARL MALDEN**

BRIAN KEITH 

 **ARTHUR KENNEDY**

"NEVADA SMITH"

Produced and Directed by Henry Hathaway

CO-STARING RAF VALLONE · MARTIN LANDAU · HOWARD DA SILVA · PAT HINGLE A PARAMOUNT PICTURE

B u l l e t i n On July 22nd, President Weltner received the following telegram from Howard W. Koch, studio and production head: VISITED "NEVADA SMITH" MOUNTAIN LOCATION AT LONE PINE YESTERDAY WITH JOE LEVINE. ENTHUSIASM OF ENTIRE CAST AND DIRECTOR WAS MOST STIMULATING. THEY ALL FEEL THEY ARE MAKING A BIG AND SUCCESSFUL WESTERN. STEVE McQUEEN VERY COMPLIMENTARY ABOUT HATHAWAY'S DIRECTING AND TALKED ABOUT POSSIBILITY DOING ANOTHER PICTURE WITH HENRY. ALL IN ALL THE TRIP TO THE LOCATION WAS MOST REWARDING. BEST

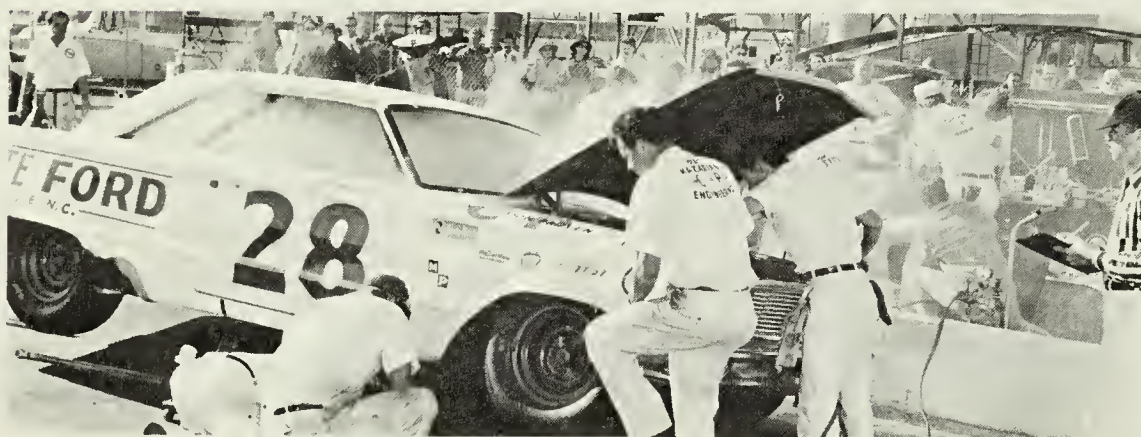
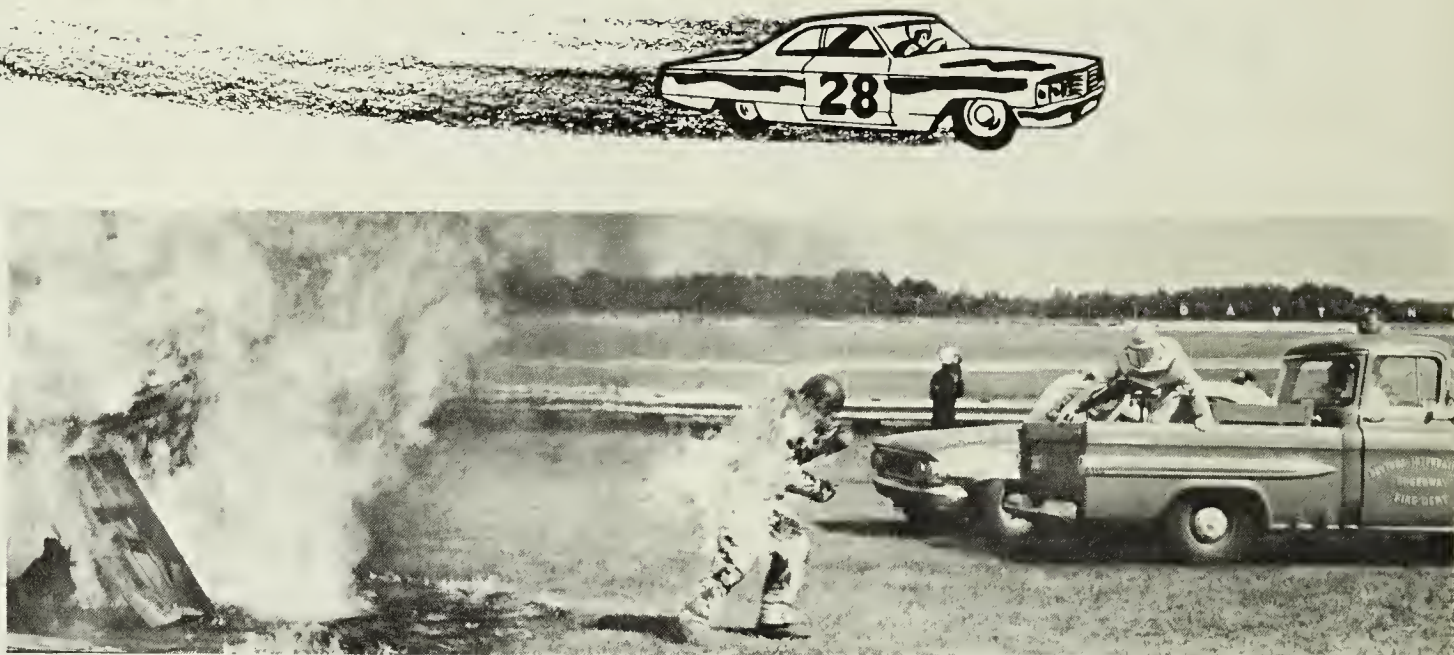
- HOWARD W. KOCH

The Cast at Press Time

STEVE McQUEEN, KARL MALDEN, BRIAN KEITH, ARTHUR KENNEDY,
PAT HINGLE, HOWARD DA SILVA, RAF VALLONE, MARTIN LANDAU,
GENE EVANS Cameraman.....LUCIEN BALLARD

Yet To Be Cast: THREE VITAL WOMEN

HOWARD HAWKS' *Redline 7000*



Thrills, spills, smashes
and crack-ups are part of
the physical drama of "Red
Line 7000."

They are intertwined with the emotional thrills, spills, smashes and crack-ups which comprise the human elements of this new-as-the-next-minute drama of today's quest for excitement.

SUN ELECTRIC
goes to
HOLLYWOOD

When Paramount Films releases Howard Hawks' super car racing spectacular "Bad Line 7000" this fall, millions of movie fans will see a new star on the silver screen — **THE SUN SUPR TACH**. Mr. Hawks' multi-million dollar technicolor racing epic evolves around the engine revolutions per minute depicted on the **SUN SUPR TACH**. They will see close-ups of the Sun tachometer 40 feet high on the mammoth screen in many of the film's most thrilling and hair-raising scenes.



SUN ELECTRIC TRUCK DELIVERS SUN TEST EQUIPMENT AT PARAMOUNT STUDIOS TO TUNE UP AND CHECK OUT ENGINES ON CARS USED

Authentic Racing Scenes In Howard Hawks' Red Line 7000



This is how a multi-million dollar Hollywood movie as sleek as *Ironing* is made. Special \$13,000 remote-control cameras are mounted on the front fender and a row of Larry Paine's Malibu Motors Ford Fords to help NASCAR car racing along, then had to qualify as an entry in each of the five annual events. Daytona, Darlington, Dover, Riverside and Charlotte Speedway. In each of these races, Paine finished and the money came though he had to make extra pit stops for reloading the cameras.




Actual scene from the movie 'Red Line 7000' showing driver going 170 miles an hour with SUN SUPER TACH on his dashboard in these tense scenes Howard Hamble put the audience in the driver's seat making them experience all the thrills and sensations of the drive.

Hawks Turns to Sun Electric For Leading Actor

By SAM LESNER
Chicago, Ill. Man.

Fasten your seat belts folks. The movie snafus are out and set some astonishing speed records, or at least reflect those set to the world's great speedways. A new Paramount racing movie scheduled for a fall release has more documentary realism worked into it than ever before attempted on the screen. We've even been promised theater seat belts when New York and Hawaii

Red Line
7000 Igloo
on a low
around No.
number



It is dangerous to speculate the race of the stock car types that auto whirling around the two-and-a-half mile oval track at Daytona International Speedway. The nation's 500-mile-a-hour racing series has been the most profitable between driver and spectators since the inception of auto racing in 1900 — the first major vehicle race in America — as sponsored by the Chicago Times Herald on Thanksgiving Day 1895-1904 became international in scope of operations.

As a spectator sport its popularity is clearly evident by the attendance last year at the 21st NASCAR sponsored race, 108,116 races in 32 cities, Cuba, Rio and Mexico.

While the Indianapolis race this year was a southerner in an even greater number of spectators (though the 4-hour closed-circuit TV showing of the race produced director Healy hopes it was just an appetizer for Red Line 1980).

STAR is "True Live 7000" rule in drawing
the winning numbers. Look to right! John Robert
Crawford had Miss. Anson W.R.G. wanted B.
McIntosh MS.

Ward of the film is drawn to attention in a review by the two directors themselves for the warning from his son, Tachibana, that his indifference has moved into the dangerous and far beyond 1988 movie revolution get rid of in addition the movie tells a story about how the drivers and the political situation in 1988 is similar to that of the 1988 movie.

over R would be said that the stars and solo performers dropped simultaneously with record sales.

Festive games on the 'ole Mar. 10 events also caught the critics' and were to be found on the Karamazov column. For months' readers are the missing age of 10 years to get in there; which are in the automobile seat last in 10 eggs.

Heads and other products had their own...

the resignation of Dayton. Springfield agent Bill Franklin is flitting about the roads of Dayton for that entire list of collaborative crimes which has saved itself a vote from dis-

Movie closeup of Sun Super Tech

In the continuing advance merchandising program for Howard Hawks' "Red Line 7000," the Paramount release is highlighted in the above full-page layout in the current issue of Sun Rays, the Sun Electric Corporation publication read by hundreds of dealers, customers and editors.

Illustrated with six photographs taken during the filming of "Red Line 7000," the layout shows how Mr. Hawks used the Sun Super Tachometer in the racing car sequences for the action drama. Also included in the layout is a spirited by-line story by Sam Lesner, a top columnist of the Chicago Daily News.

RIGHT

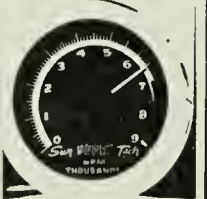
James Ward and Marianna Hill, two of producer-director Howard Hawks' young 'discoveries' who shine so brightly in "Red Line 7000."



Sandy Reed, one of the best known U.S. auto racing announcers, has been signed by producer-director Howard Hawks for special scenes in "Red Line 7000."

Reed, who is chief announcer for Riverside International Raceway and who announces at other major U.S. courses, will be seen in his real-life role as the man behind the mike in stock car racing sequences shot at Riverside, Ascot, Daytona, Charlotte.

The story of three girls in love with race car drivers, "Red Line 7000" stars Gail Hire, Laura Devon, Marianna Hill, James Ward, James Caan, John Robert Crawford, Norman Alden and Charlene Holt. It is filmed in color by Technicolor.



Movie closeup of Sun Super Tech



MALIBU Beach, Calif. - Salome Jens, who has stepped from the Broadway stage to the female lead opposite Rock Hudson in "Seconds," takes a spell from that thriller to sample the Pacific Ocean.



HOLLYWOOD - Stephen Boyd, left, star of the Joseph E. Levine production, "The Oscar," a Paramount release, chatting with Belgian correspondent Florent Dhont (Cine Revue, Brussels) on the set of the picture.

ALBANY, N.Y. - Pictured here at right is John Serfustino, Paramounteer from Buffalo where, over a long span of Paramount service he established a splendid sales record. He is now the newly appointed Paramount branch manager in Albany.



LONDON - Elizabeth Taylor (Mrs. Richard Burton), who was on the set much of the time during the filming of "The Spy Who Came In From The Cold," conferred often with producer-director Martin Ritt.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



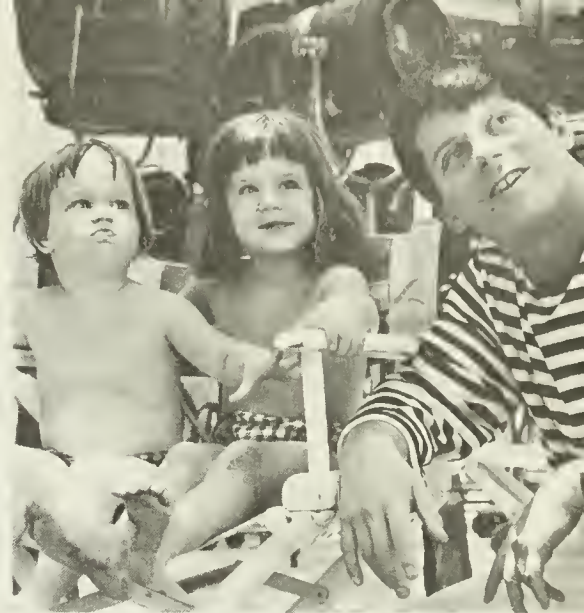
MADRID - Stanton Griffis, member of the board of directors of Paramount Pictures Corporation, dining with eminent U.S. columnist Sheilah Graham and members of the cast of the Paramount Spanish production, "Currito De La Cruz," following the premiere of the film at the Cine Madrid. At left is Soledad Miranda, co-star of the film.



CHICAGO - Producer Joseph E. Levine (r) with David Wallerstein, recently retired head of the Balaban & Katz Circuit during the showmanship concentration on "Harlow."



SYDNEY - Among the noted Australian newsmen who did not 'have to have their arms twisted' in order to be photographed with Jan Rennison at the Prince Edward Theatre premiere of "Harlow," was the eminent columnist Jim Macdougall, of the Daily Mirror.



MONTEGO BAY, Jamaica, West Indies - Two young visitors to the set of "Oh Dad, Poor Dad, Mamma's Hung You In The Closet And I'm Feelin' So Sad" watch proceedings on the picture with co-star Robert Morse. One of the kiddies seems to be a bit of a critic.



LONDON - Welcoming 'Moll Flanders' (Maureen Lane) to the Plaza Theatre premiere of "The Amorous Adventures of Moll Flanders" is Mr. Peter King, executive of the Shipman & King Circuit of cinemas.

25 Years!



LONDON - Managing director Russell W. Hadley, Jr., with five new members of the British organization's 25-year Club. They are, from left: John Kidman, linkman at the Plaza Theatre; Albert Darby, despatch dept.; Mr. Hadley; Mrs. Marion Hayes, contracts dept.; Leonard Kerr, traffic dept.; Michael Ewin, circuits dept. (Two other qualifying members, Kay Selby and Tom Sabberton, were absent on holidays).

HOME OFFICE NEWS ITEMS

Everyone delighted that Mrs. George Weltner, wife of our president, is making such

a splendid convalescence following her recent accident. The good wishes of the entire world wide organization are with her.

A most welcome addition to our mailroom service during the summer has been John Skoyles. His willingness and agility are attributes which should carry him far in whatever career he chooses.....Nice to see Telegraph Manager Tommy Tinson acting as an unpaid but completely cheerful Times Square guide for out-of-town visitors overwhelmed by the magnitude of Manhattan.

Anna Shaughnessy, with Social Security and Medicare on so many minds these days, has become an even busier Paramounteer. Her careful and detailed advice is deeply appreciated by all who seek it.....And when it comes to helpfulness and cheerfulness, a couple of well chosen orchids for our chief telephone operator, Florence Donovan.

Continuing our 'beauty care' information for those of our readers who want it, as well as for any who choose to think that they might want it, we quote the following from a publicity release on "The Amorous Adventures of Moll Flanders":

During the filming of "Moll Flanders," star Kim Novak had so many fights that make-up artist George Frost had to invent a special cover-up fluid for bruises. The multiple bruises Miss Novak was acquiring in her struggles, both amorous and otherwise, were getting more and more difficult to disguise.

Make-up man Frost refuses to divulge the exact nature of his cover-up fluid, but girls who bruise easily will have one of their major make-up problems solved next year when he markets his miracle worker commercially.

(Meanwhile, girls, try and save your bruises until 1966).

Tenth floor vacation plans have been varied in nature. Hy Smith and his wife have been visiting the historical sections of New England, with presumably a glimpse of Cape Cod; Patty Powers Crozier, secretary to President James E. Perkins, is spending her vacation at home in Mount Vernon (N.Y.) on those home activities not always possible where New Haven commuting is concerned. Armand Cardea has taken his spell away from 1501 Broadway in segments allowing for short family car journeys.

Some girls are unmarried for the same reason some drivers run out of gas. They pass too many filling stations looking for their favorite brand.

the early days. The heavy weaving, then wound the shut-the women spun and the. The Early Ameri-veloped the over-all weaving of our ances-en as "Colonial Over- Honeyuckle Pat- used to great extent if its versatility.

The Special Claus Land

of his cage and give bunny a big kiss. A as the door of his the little rabbit hops the fence and kisses (stic) girl friend. He is back into his cage

is a Fortune Teller. nda. She knows the Henda is an ordi-icken but she does n what you would ex- an ordinary chick- choose a question and will answer "yes" or The questions include be lucky in love?"; have financial trou- "Is this my lucky "Am I putting on too eight?"; "Will it rain and "Will my health

Continued on Page 2)

est for everyone every day at you find all the magic of Santa Claus Land and almost the Christmas Spirit.



Our Newest Attraction

This beautiful young lady strumming the guitar is none other than Miss Diane (Bunny) Durand. She hails from Hackensack, New Jersey and will be seen and heard daily throughout the summer months singing in the Little German Band Stand at Santa Claus Land.

"Bunny" is a folk singer and a sophomore music major at Indiana University at Bloom-

They include types of entertainment that are of interest to people of all ages.

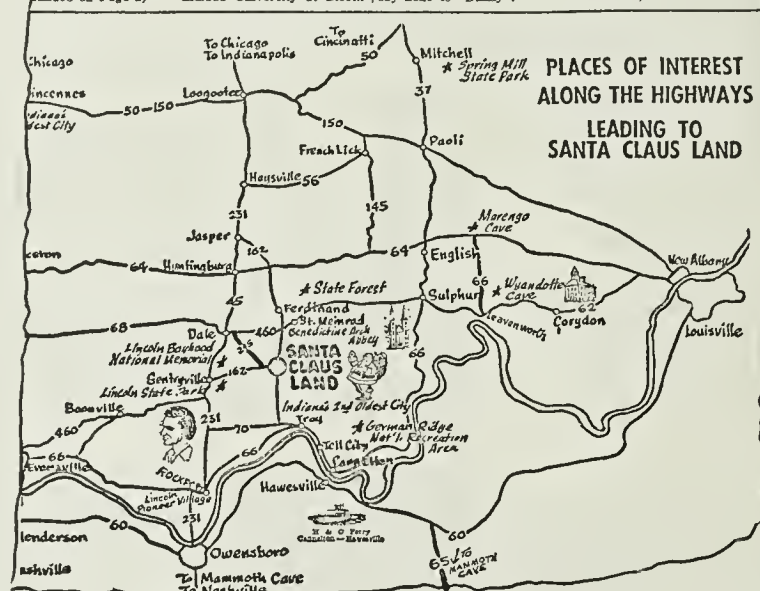
Talented musicians, comedians, animal acts, magicians, acrobats, etc., are but a few of the special events you will observe during your visit to Santa Claus Land.

River Boat Museum Now On Display

Another special attraction has been added for visitors to Santa Claus Land. Colonel George Borum of Centralia, Illinois, has brought his display of miniature river boats to Santa Claus Land.

This display is made up of 24 scale model river boats that once plied the Ohio and Mississippi Rivers. Included are the almost antique side-wheeler, the stern wheeler, early steam boat, a flat boat that was used by young Abe Lincoln and many others.

This display is located in a special trailer on the grounds of Santa Claus Land. Colonel Borum also has a permanent river boat display at Clarksville, Mo.



This is a reproduction of part of the front page of The Santa Claus Times, Santa Claus, Indiana, issue of June 1965. The Paramounteer who sent the item to us, wrote: "The picture isn't much good, I'm afraid, but the 'folksinger' is."

You see, our contributor is Ray Durand, Paramount International's Comptroller, and the cute and capable 'folksinger' is his daughter Diane.

He also adds, with paternal pride, this note: "That high school trio referred to was one she organized, made prize-winning arrangements for, directed and won First Place in the Bergen County (New Jersey) Hootenanny in 1963."

The eminent spot occupied by "Is Paris Burning?" in the book section of The New York Times (#2, as of now), focusses special attention on the fact that Paramount's Paris-made production of this towering subject is fast emerging as one of the greatest films in our company's history.

We believe there is talk of organizing two athletic activities, softball and bowling, on an industry-wide basis. Paramount was instrumental in organizing the defunct Variety Softball League quite a number of seasons ago and has trophies to prove that it was the champion team in four of the five years it was in existence. In bowling, we had a representative team in the Industrial Bowling League where the strong teams represented Metropolitan Life, United States Steel, De-Luxe Laboratories, Equitable Life Insurance and Childs Restaurants. In the softball field our biggest rivals were 20th Century-Fox, C.B.S., N.B.C., National Screen Service and General Artists Corporation.

As we said earlier, these matters are only in the discussion stage. We will report later when and if any definite decisions are arrived at.

A SUCCESS STORY SCREENLAND STYLE

Producer, Actor A Veteran Team

By GLENN HAWKINS

A relationship of complete harmony between an actor and his producer is as rare as snow falling on Gower Street. But there is such a mutual admiration society existing on the Paramount lot between Richard Arlen and A. C. Lyles.

Richard Arlen tells the story of an energetic young office boy whom he called "The Gripper," because the youngster was always ready with an enthusiastic handshake for every studio big wig.

Arlen had a genuine liking for the boy and he gave him an engraved watch in 1940, "because I thought it would be a great idea if he could tell time."

The office boy, A. C. Lyles, today is one of Hollywood's busiest producers and he's still wearing the watch.

"And I've never made a picture without Richard Arlen," says Lyles. "The first script always goes to him and he picks his own role."

Richard Arlen has successfully bridged the silents, talkies, and TV. And his "star" has not lost the glimmer it had when he donned it in the first Academy Award picture "Wings" in 1928.



LONG-TIME PALS! And business associates, too, are producer A. C. Lyles and veteran actor Richard Arlen, shown on the set of their current production at Paramount, "Apache Uprising."

Arlen has made some 250 motion pictures and still averages six a year.

Says Arlen: "A.C. and his actors never discuss salary, billing, good or bad camera profile shots, dressing rooms or anything like that. We don't care about such things."

"Everybody wants to work for him. He met Keenan Wynn walking across the lot one day and asked him about being in a film. Wynn showed up on his day off."

"Michael Landon came

over from the Bonanza set and did a stunt in a fight scene. A.C.'s formula is successful. He hires actors known all over the world, pros who know what the script calls for and follow through without having to be told. Consequently, he's through in less time and money. We finished "Apache Uprising" in ten days and it's a good film. I did seven and one half pages of dialogue in one and a half hours and then was on the golf course."

"The temperamental stars were problems to begin with," says Arlen. "An actor who displays temperament, who doesn't have any respect for anybody is harming the image of the motion picture industry."

"Temperament is just plain old bad manners. Time and time again I've gone to producers and told them that a particular role wasn't right for me. They listened to my complaints and had them examined and I was never completely overridden. The time to complain is when you first get the script."

"A real star shows respect for the industry and the company for which he works. And he shows respect for himself and for his position. He's a public servant. He should dress with the same dignity as does the executive. What would happen if President Johnson came to work all the time dressed in overalls? Most of the stars today earn more money than Johnson."

"And appearing at a theater opening somewhere for a man who has spent a lot of money to build it is the very least we can do."

"Rory Calhoun said it best one day on the set. 'Kindness and gentility are looked upon by many as weaknesses.' What the industry needs is a school for spanking."

This newspaper article from the Los Angeles Herald-Examiner is reproduced in its entirety because it contains basic truths which in essence represent the spirit of our motion picture industry.

And although our industry has experienced volatile changes and acquired facets which did not exist when Hollywood, California, and 'Hollywoods' in other parts of the world, had their beginnings, the basic truths and fundamentals of film making are still a major cornerstone of our craft.

Martha Hyer could be saying any one of several things in this shot. She could be telling John Wayne he's a grand guy to be playing opposite; or that Hal Wallis is a wonderful producer of hits. But most likely she is expressing their joint happiness that "The Sons of Katie Elder" is such a solid U.S. hit.



HIGIT NA MARAMI ANG MGA PELIKULANG NIYAYARI NG PARAMOUNT NGAYON KAYSA ALIN MANG PANAHON SA LOOB NG NAKARAANG DALAWAMPUNG TAON

Tayo ay nasa kapanahunan ng produksyong walang hangan sa Paramount. Higit na malawak ito kaysa alin mang panahong naaalaala pa ng karamihan sa atin. Maipapalagay na ito na ang pinakamagaling sa lahat dahil sa ang lahat at bawa't pelikula ay may mataas na uri. Hindi na tayo gumagawa ng 'maliliit' na pelikula o ng mga pelikulang 'maliliit ang gastos'. Ang kailangan sa panahong ito ay mga malalaking pelikula at ang Paramount ay tumutugon sa pangangailangan ito sa lalong mabisang paraan—sa pamamagitan ng pagyari ng magaganda at may uring tiyak na kikita sa takilya.

Madadama natin ito sa wala pang katulad na balita sa pahina 19. Ito ay ang patalastas tungkol sa "Nevada Smith" na wala pang katulad sa industriya ng pelikula. Ang dalawang pahinang ito na inilathala sa New York Times ay isa lamang sa mga palatandaan sa uri ng mga produksyon ng Paramount ngayon. At nandiyan din ang hindi-

pangkaraniwang "The Oscar," isang nakagigising ng damdamin at maaring magbunga ng pagtatalong kuento tungkol sa pinaka-bantog na gantimpala sa daigdig. Ang "Nevada Smith" at ang "The Oscar" ay parehong kasalukuyang niyayari sa estudyong ng Paramount sa Hollywood. Matutunghayan ninyo ang mga karagdagang mga balita at ang talaan ng mga bituing gaganap doon sa ibang mga pahina ng bilang na ito.

Ang "Harlow," ang "In Harm's Way" at ang "The Sons Of Katie Elder" ay nagbibigay na ng katu-nayan ng kanilang kadakilaan sa lalong mabisang pangsuksuk sa lahat—ang lakas ng kita sa takilya. Tapos na ang pagsasapelikula at kasalukuyan nang inihahanda sa pagtatanghal ang magkakasunod-sunod na mga pelikulang ang inaasahang kikitain ay lalagpas sa sampu-sampung milyones. Ito ay ang—"The Spy Who Came In The Cold," ang "The Sands Of Kalahari," ang "Promise Her Anything," ang "Oh Dad, Poor Dad," ang "Boeing-Boeing," ang "Alfie," ang "The Skull," ang "Apache Uprising." Ilan lamang ito, marami pang iba.

At nandiriyan pa rin ang mga pinagabutan nang mga magagaling na mga producers. "Andiyan si Hal Wallis na isang halimbawa. Siya na marahil ang pinaka-tiyak na taga-gawa ng mga pinakamagandang produksyon sa lahat ng panahon. Pagmasdan ninyo kung ano ang kaniyang nagawa sa loob lamang ng ilang lingong nakaraan. Pagmasdan ninyo ang kadakilaan ng "The Sons Of Katie Elder," ang nakakatawang mga himala ng "Boeing-Boeing" at ngayon ay kasalukuyan niyang iniharap sa kamera si Elvis Presley sa "Hawaiian Paradise." At pag si Hal Wallis ang gumawa ng isang pelikulang ginagampanan ni Elvis, ang kita nito ay umaagos na parang ginto.

At magbalik tayo ng isang sandali sa iba pang mga produksyon. Hindi namin matiis na hindi idagdag sa aming mga balita ang aming kasiglahan sa "Judith" na nagbigay kay Sophia Loren ng pagkakataon upang ipakilala niya ang kaniyang angking-katalimuhan sa pagganap sa mga madudulang kasaysayan. At kami ay nabighani rin sa "Red Line 7000" ni Howard Hawks. Ito ay isang nakakakaba ng dibdib na pelikula tungkol sa karera ng automobil-at sadyang niyari para sa mga kabataan ito.

Sa madaling sabi, ang pagyari ng mga pelikula sa Paramount ay ngayon lamang umabot sa ganitong sigla. Ang mahaba at masusing kampanya ng Pangulong George Weltner upang mapalago ang ating samahan ay nagsisimula nang magbunga. Isa ngayong pananagutan natin na ang mga kahanga-hangang mga produksyong ito na ipinagkatiwala sa atin ay umani ng boong kahustuhan sa lahat ng dako ng daigdig na ang Paramount ay mayboong kumakatawan.



In "Promise Her Anything," Warren Beatty is a very special type of commercial photographer. What he 'commercializes' is one of the most popular 'commodities' in the world today. Without it, we'd be nowhere.

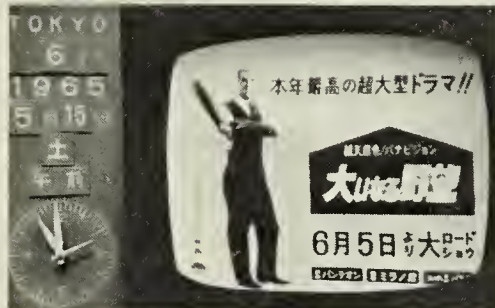
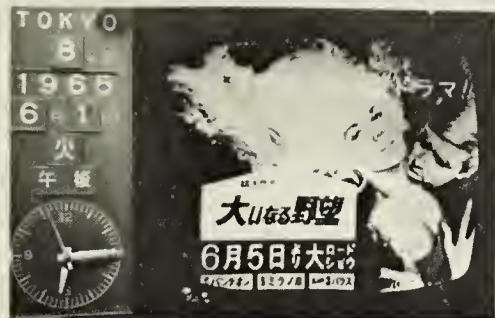
Oliver Twist was the first to ask for "Seconds." Now Paramount has "Seconds," and the report is that it is one of the most thrilling films we have ever produced.

SAN SALVADOR, El Salvador - Here is a good 'cause and effect' demonstration on the part of the De-Luxe Theatre on the occasion of the very successful showing of "The Carpetbaggers." The sign at left was but one of a host of messages on the picture placed at strategic spots around the city - and of course they produced the queues at the De-Luxe, rainy weather notwithstanding.

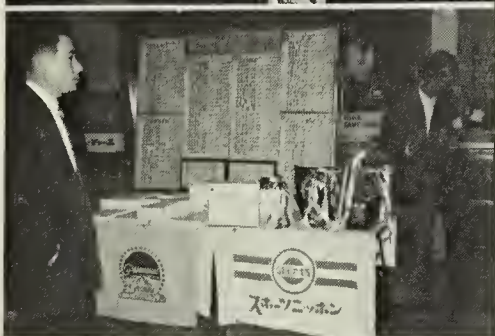


FILM EVENTS IN THE FAR EAST

25



TOKYO - Two more of the TV flashes used so effectively in connection with the premiere of "The Carpetbaggers." Both of these were 5-second flashes, and each was given 69 exposures.



OSAKA, Japan - Part of the local showmanship campaign for "The Carpetbaggers" consisted of a bowling contest -- Ooinaru Yabode Yaro, Taikai -- at the Osaka Bowling Centre, with the prizes ostensibly donated by the stars of the film. Shown here are the prizes and scoreboards, and at top, one happy contestant is receiving the prize 'donated' by George Peppard. Contest gave much prominence to Paramount and was very well reported press-wise.

SINGAPORE - In connection with the 'decoration' ceremony at far right of this page, a three-way toast is offered, honoring Italy, Singapore and the radiant future of the film industry. Offering it are, from left to right - Choo Kok Leong, Cathay Organisation chairman; Heah Hock Meng, Cathay vice chairman; Dr. Dante Pollici, Consul General for Italy in Singapore.



"HATARI!"
STILL
THRILLING
THE WORLD



COLOMBO, Ceylon - This stirring queue-view of the Liberty Theatre here is proof that the Howard Hawks thriller, "Hatari!", goes on and on around the world doing terrific business at "the drop of an ad."

In forwarding this evidence, Far East division manager Svend A. Henriksen quotes a letter from K. S. Vaidyanathan, Paramount general manager in India, in which Mr. K. says: "Needless to say that the catchline: 'You must see it with the children. If you don't have your own, bring friends' kids!' is helping to draw a great number of children for every performance. The house is packed with family audiences during weekends."

This latter of course greatly pleases Mr. Jabir of the Liberty-Colombo, a true showman indeed!



SINGAPORE - Stars are important here, just as they are all around the world. So with a constellation of top players in "The Carpetbaggers," the Cathay Theatre made sure that the local picturegoers knew about the wealth of stars in the film.

HONGKONG - In writing about the enormous success of the re-release of "Gunfight At O.K. Corral" at the Hollywood and King's Theatres, Far East division manager S.A. Henriksen said:

"This is the kind of picture we can make real business with in the Far East - action, color and big names."

He was alluding to the fact that the remarkably successful Hal Wallis outdoor thriller, in its first 9 days of re-release, had outstripped by a hefty percentage, the entire business registered at the time of the film's original release in 1957.

Italy Honors Cathay Executive



SINGAPORE - The President of the Republic of Italy has conferred on Mr. Heah Hock Meng, Vice Chairman of the Cathay Organisation, the Honour of Knight Officer of the "Order of Merit of the Republic of Italy." The Order has been conferred on Mr. Heah for his activities and interest in Italian film production.

In the picture above, Mr. Heah is shown receiving the decoration from the Minister Plenipotentiary, Dr. Dante Pollici, Consul General of Italy in Singapore. At left, Mrs. Heah Hock Meng. At right, Senator Choo Kok Leong, Chairman, Cathay Organisation.



AN HONOR FOR "BECKET"

BARCELONA, Spain - Paramount general manager for Spain Frank A. Siter (at right), receives from Don Antonio Nadal-Rodo, the plaque San Juan Bosco awarded to Richard Burton for his performance in the Hal Wallis production, "Becket."

LA MAYOR ACTIVIDAD PRODUCTORA DE PARAMOUNT DE LOS ULTIMOS 20 AÑOS

Vivimos una época de inmensa actividad productora de Paramount. Una época de grandeza como muchos de nosotros no podemos recordar ¡y es acaso la más grande de todas, porque cada una de las películas que se hacen es del mayor calibre! Ya no hacemos "pequeñas" películas o cintas de "modesto presupuesto". Hoy existe una necesidad imperiosa de grandes películas y Paramount se enfrenta a esta necesidad de la forma más práctica realizando grandes películas taquilleras.

Todo ello puede advertirse en la precedente página 19, en la que aparece un anuncio acerca de "Nevada Smith" sin precedentes en la historia del cine. Las dos páginas del New York Times tan sólo son un índice del tipo de empresas cinematográficas en las que Paramount se ha embarcado. También está a la vista el insólito film "The Oscar", una producción apasionante y de controversia acerca del universalmente célebre premio. Tanto "Nevada Smith" como "The Oscar" están actualmente produciéndose en los estudios de Paramount en Hollywood y hallarán detalles del reparto en otro lugar de este número.

Desde luego, "Harlow", "In Harm's Way" y "The Sons of Katie Elder" están ya demostrando su potencialidad mediante la más práctica de las pruebas: récords de taquilla. Y a punto de ser proyectadas están toda una serie de producciones con rendimientos potenciales que se contarán por decenas de millones. Piensen tan sólo por unos instantes realmente dorados en: "The Spy Who Came In From the Cold", "The Sands of Kalahari", "Promise Her Anything", "Oh, Dad, Poor Dad", "Boeing-Boeing", "Alfie", "The Skull", "Apache Uprising". Tan sólo hemos citado unos cuantos títulos.

Viene luego la herencia de nuestros grandes productores. Tomen

a Hal Wallis por ejemplo. He aquí tal vez al más conspicuo productor de éxitos de todos los tiempos... y vean lo que nos ha entregado en el espacio de unas pocas semanas. Veán la grandeza de "The Sons of Katie Elder"; de la magnífica comedia "Boeing Boeing" y ahora tiene a Elvis Presley ante las cámaras en "Hawaiian Paradise" y cuando Hal Wallis hace una película de Presley los rendimientos son un verdadero chorro de oro.

Volvamos la mirada hacia otro género de producciones, ya que no nos es posible añadir una nota más de entusiasmo para "Judith", que representará un hito más en la carrera dramática de Sophia Loren y estamos extasiados ante "Red Line 7.000" de Howard Hawks, uno de los más asombrosos filmes de carreras de automóviles, realizados especialmente para la nueva generación.

En resumidas cuentas, la actividad productora de la organización Paramount jamás rayó a tal altura como en estos días. La larga y poderosa Campaña del Presidente George Welton para colocar a la Compañía en lugar preeminente al frente de la Industria está dando sus frutos. Ahora es nuestra toda la responsabilidad de que este maravilloso material que nos ha proporcionado esté en condiciones de obtener todo el potencial que encierra en cada uno de los países que alrededor del mundo cuenta con una representación de Paramount.



BUENOS AIRES - Front of the Normandie Theatre which shared the initial run of "A House Is Not A Home" with the Premier Theatre. Subsequently, the Joseph E. Levine production ran for a second very popular week at the Normandie.

VALENCIA, Spain - Front of the Capitol Cinema at the time of the presentation of "Seven Days In May."



"Becket" Triumphant In Bogotá, Colombia

BUARAMANGA, Colombia - The enormous success that "Becket" scored in Bogotá has been repeated in this city, as is shown by the two shots of queues at the Ana Lucia Cinema above. Paramount manager Victor M. Cortes reported delightedly that the two weeks that the Hal Wallis production played here "represented one of the highest successes in the history of movies in Bucaramanga."



GLOWING NEWS FROM LATIN- AMERICA

SANTIAGO, Chile - As one capacity audience exits from the Victoria Theatre after having enjoyed Jerry Lewis' "Who's Minding The Store?" we see portion of the queue that awaits entry to the cinema. Paramount manager Juan Laupheimer advises that the queue ran around three sides of the block housing the cinema, and was one of the factors leading to the Lewis comedy breaking the house record formerly held by Elvis Presley's "Fun In Acapulco." The engagement produced 143% of last year's weekly average at the Rex (where the comedy ran for a record-smashing week before starting its 6-weeks' run at the Victoria; and during those six weeks at the Victoria it did 244% of last year's weekly average at that theatre.

No wonder Mr. Laupheimer was so jubilant.

"WAR AND PEACE," playing a re-release engagement at the Cervantes Cinema in Concepcion, Chile, ahead of the regular re-release run in Santiago, did 184% of the theatre's regular business in its 2-weeks run. Then, according to Chile manager Juan Laupheimer, it moved over to the Lux, where it did 200% of regular business....All of this without the usual advertising benefits of the mass Santiago press.



MEXICO CITY - Pictured here, left to right, are: Henry B. Gordon, Latin American division manager; Larry Collins; Dominique Lapierre and Enrique Molina, Paramount manager for Mexico. The occasion was a cocktail party given by Paramount Pictures and Editorial Diana, publishers of the Spanish edition of the best-selling novel, "Is Paris Burning?" of which Messrs Collins and Lapierre are co-authors.

During their stay in Mexico, the authors were most cooperative in all of the promotions arranged by both Paramount and the publishers. They gave many press interviews and were on a number of important TV shows, always with emphasis on the forthcoming Paramount picture being made from their book.

Proof of the success of their efforts is to be found in the fact that during the presence in Mexico of Lapierre and Collins, 2,000 copies of their book were sold in three days. This was fantastic for Mexico, according to Paramount publicist Manuel Alonso M., who states that most books in Mexico do not reach a sale of two thousand copies in their entire publication lifetime.

"EL FABULOSO MUNDO DEL CIRCO" - "EL FABULOSO MUNDO DEL CIRCO" - "EL FABULOSO MUNDO DEL CIRCO"

MEXICO ARIEL

JERRY LEWIS

EL MATASANOS

2^a Semana de CARCAJADAS!

LAS AMERICAS POLANCO

SEAN FLYNN
(EL HIJO DE ERROL FLYNN)
COMO **EL HIJO DEL CAPITAN BLOOD**

ANN TODD

REX LIDO

LOS INSACIABLES

ESTE USTED PENDIENTE!

"EL FABULOSO MUNDO DEL CIRCO" - "EL FABULOSO MUNDO DEL CIRCO" - "EL FABULOSO MUNDO DEL CIRCO"

MEDELLIN, Colombia - Crowds thronging the Cinema Guadalupe to see "The Carpetbaggers," in what Paramount manager Victor M. Cortes calls "a success comparable only to that of 'The Ten Commandments'."



MEXICO CITY - Another adv. showing the dominance of the Paramount product on this city's cinema screens. Mexico manager Enrique Molina R states that "The Disorderly Orderly" will "break all records at the Mexico and Ariel Theatres. The grosses are fantastic." Also included in the advertisement are "Zulu," "Son of Captain Blood" and "The Carpetbaggers," with the border of the ad devoted to "Circus World."

PORT OF SPAIN, Trinidad -- Colorful phase of the fine, practical showmanship campaign which Paramount manager Roy McAree contrived for the local release of "The Carpetbaggers" was the menu at right for "Carpetbaggers' Night." One of the big punches of the evening was the 'Carpetbaggers' Cocktail, which all happy imbibers every-

PARAMOUNT STUDIOS/BEL AIR HOTEL

CARPETBAGGER NIGHT

SATURDAY 29TH MAY 1965

MENU

Chicken Consonne

CARPETBAGGER STEAK

Risssoles Potatoes

Mixed Vegetables Au Beurre

Rolls & Butter

Ice Cream

Coffee

Complete CARPETBAGGER DINNER - 1 person (20 - 24 ozs.) - \$12.00

" " " - 2 persons (10 - 12 ozs. ea.) - \$7.00

" " " - 3 persons (8 ozs. ea.) - \$7.50

SUGGESTION: CARPETBAGGER COCKTAIL - \$1.20

1/2 oz. Apricot Brandy

1/2 oz. Gin

1/2 oz. Rum

1 dash Grenadine Syrup

1/2 oz. Lime Juice

NO TIPPING PLEASE:

10% SERVICE CHARGE:

where are invited to try.

Roy's comment was: "Two of these cocktails, and you'd fight Jonas Cord." Regarding the notation about tipping, he said: "...Only that 'The Carpetbaggers' will be the greatest."



STOCKHOLM - Feature of the premiere of Joseph E. Levine's "Marriage Italian Style" (A Paramount Release in Sweden) was the presentation of flowers to ladies attending. At left are Mr. and Mrs. Karl-Axel Hallgren (he is a celebrated Swedish actor). Beside the flower girl is Mrs. Paul Flodin, wife of Paramount's general manager for Sweden.

Most of us never recognize opportunity until it goes to work in our competitor's business.
- P.L. Andarr



ANNE BANCROFT will win new honors as a top dramatic actress with her performance in "The Slender Thread," in which she co-stars with Sidney Poitier. Picture has been filmed virtually in its entirety in Seattle.

RIGHT

STOCKHOLM * Front of the Skandia Theatre at the premiere of "Sylvia," starring Carroll Baker.

FLER PARAMOUNTFILMER UNDER INSPELNING ÄN NÅGONSIN UNDER DE SENASTE 20 ÅREN

Vi befinner oss i en period då Paramounts produktion är enorm. Det är den mest lysande perioden hitills, åtminstone så långt de flesta av oss kan minnas, och kanske är det den allra största, eftersom varje film som görs är av toppkvalitet. Vi gör inte längre några "små" eller "blygsamma" filmer. Dagens publik kräver stora filmer, och Paramount tillmötesgår detta krav på det mest praktiska sättet - genom att göra stora och inbringande filmer.

Ni har tidigare fått en uppfattning om detta på sidan 19, där det finns en annons för "Nevada Smith" vilken saknar motstycke i filmhistorien. Dessa två sidor i New York Times är blott ett tecken på stilen i Paramounts nya filmväg. Dessutom har vi den ovanliga filmen "Oscar," en intensiv och motsägelsefull film om det mest välkända priset i hela världen. Både "Nevada Smith" och "Oscar" håller just på att spelas in i Paramounts filmstudier i Hollywood, och Ni kan hitta uppgifter om deras rollbesättning på andra sidor.

Naturligtvis har "Blonda Bombadslaget" (Harlow), "Första Segern" (In Harms Way) och "The Sons Of Katie Elder" redan bevisat sin storhet genom att slå alla kassarekord. Redan inspelade och färdiga att släppas ut, är en lång rad av filmer som bör kunna inbringa någonting som kommer att ligga långt över tio miljoner strecket. Hör bara: "The Spy Who Came In From The Cold", "The Sands Of Kalahari", "Promise Her Anything", "Oh Dad Poor Dad", "Boeing Boeing", "Alfie", "The Skull", "Apache Uprising"...och många många fler.

Sedan har vi våra stor-producenters alster. Ta till exempel Hal Wallis. I honom har vi kanske den genom tiderna störste succé-makaren...se bara på det han producerat under den sista tiden. Det är storfiler som "Sons Of Katie Elder", den strålande komedin "Boeing Boeing", och nu har han Elvis Presley framför kameran i "Hawaiian Paradise". Och när Hal Wallis gör en Presley-film är kritikernas omöjliga idel rosor.

Över till en annan film ett tag eftersom vi inte kan låta bli att ta med några entusiastiska rader om "Judith", som kommer att visa ett nytt sätt att tolka dramatik vad beträffar Sophia Loren. Sedan har vi Howard Hawks "Red Line 7000",



STOCKHOLM - Exterior of the Roda Kvarn Theatre the evening of the premiere of Joseph E. Levine's "Marriage Italian Style" (a Paramount release in Sweden).



SEATTLE, Wash. - Sidney Poitier's autographs were much in demand by students here during the filming of "The Slender Thread." Poitier has the role of the man who keeps the slender telephone wire alive in a desperate crisis to save a woman's life. The woman is played by Anne Bancroft, the film's co-star.

"Town Tamer" Getting Top-Flight Reviews

VARIETY (both Weekly and Daily) - A very good oater programmer with Dana Andrews cleaning up a corrupt frontier burg, "Town Tamer" is well played, made, directed and scripted. Marquee lure for the A.C. Lyles production lies in a packed roster of vet pros, while some lusty brawls will keep the attention of younger audiences.

HOLLYWOOD REPORTER - "Town Tamer" piles hard-hitting action scenes atop one another to create one of the best outdoor adventures A.C. Lyles has produced yet in his respected family-type series for Paramount.

som vi tror mycket på. Det är en av de mest spännande bil-tävlings filmer som någonsin gjorts - och dessutom är den särskilt gjord även för den yngre generationen.

Kort sagt, Paramounts produktion har aldrig varit så omfattande som den är nu. President George Weltners långa envista arbete för att åter få företaget att inta en topp-position inom filmindustrin, har burit frukt. Nu är det vår sak att se till, att detta utmärkta resultat som han har uppnått åt oss, kommer att visa sig fruktbärande i alla länder över hela världen, där Paramount är representerat.

PLAUTUS (PARAMOUNT) PROGRESS WITH "CORONET BLUE"

THRILLER REACHES TWELFTH EPISODE

NEXT MONTH, September, the Columbia Broadcasting Television Network will begin the weekly telecasting of the exciting series, "Coronet Blue." This series is still currently in production by Plautus Productions, a Paramount Pictures subsidiary, but at the time of our going to press, a total of twelve episodes, starring Frank Converse, has been completed, ready for telecasting.

Converse, playing an amnesic covering many parts of the world in his efforts to learn his actual identity, of course will be in all episodes. Other players such as Chester Morris, of long-time film fame, and Brian Bedford, young British stage and television actor, appear throughout the series, but not in every episode. Keye Luke, whom motion picture enthusiasts will remember as "number one son" in the Charlie Chan films, has a prominent role in "Tomoyo," the Number 7 episode of the series.

A wide range of directors are being responsible for the various episodes, the changing natures of the latter calling for a variety of directorial talents. David Pressman, David Greene (3 episodes), Sam Wanamaker are some of the directors who have been guided to date by executive producer Herbert Brodtkin and producer Edgar Lansbury.

Titles of the individual episodes also are noted for their color. They run all the way from the title of the first episode, "A Time To Be Born," through "Tomoyo," the seventh episode, "Man Running," the eighth episode, to "A Charade For Murder," the ninth episode.

LEFT

Frank Converse, star of "Coronet Blue," keeps fit for his arduous physical role in the exciting Plautus series, no matter where he happens to be.



Patrick O'Neal (right) with "Coronet Blue" star Frank Converse in one of the episodes of the exciting Plautus series.

O'Neal achieved considerable acclaim for his performance in Otto Preminger's "In Harm's Way."



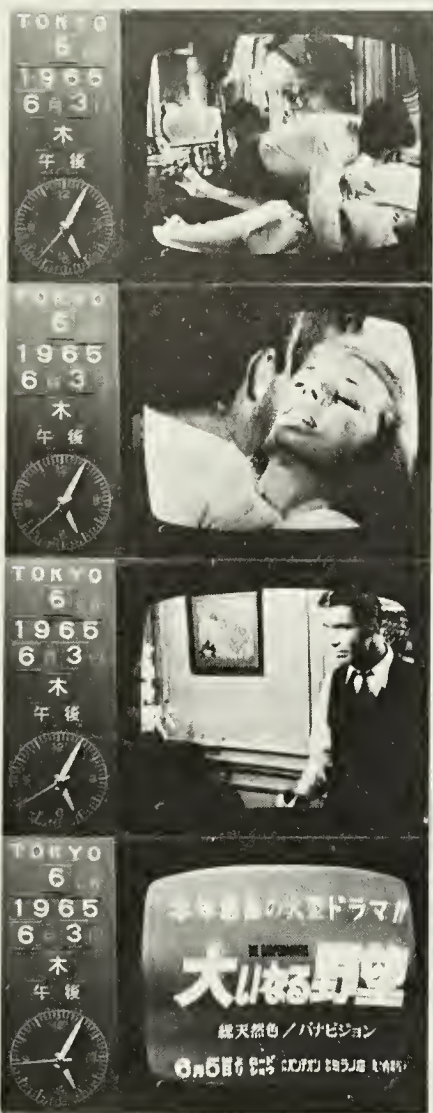
STAR TELLS LEADING LADY

Frank Converse makes very plain to leading lady Barbara Blake a point that she must emphasize in "Six Months To Mars," one of the early episodes in "Coronet Blue."



Composer Laurence Rosenthal, who has written the title theme for the show and is scoring the entire series as well, created two new folk songs and two new rock 'n' roll numbers.

Some Sidelights on Japan's "Carpetbaggers" Showmanship



Four of the 15-second television spot advertisements, all of which were given 27 separate exposures during the campaign on "The Carpetbaggers."



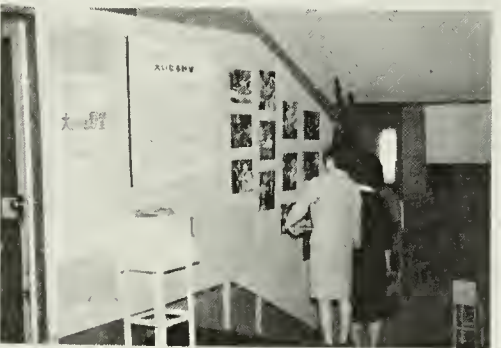
Tokyo's Asahi Kaikan carried for many days this un-missable poster for "The Carpetbaggers."



TOKYO - This publicity car carried word of "The Carpetbaggers" far and wide....



....and here is the title of "The Carpetbaggers" in a banner on Sukiya-bashi Street, in this case part of a tie-up with a record company.



OSAKA - One of the several displays that the Sogo Department Store carried for a week in connection with its special prize contest on "The Carpetbaggers."

CORRECTION. The executive position of Alan Morris in the Plautus Productions organization was inadvertently reported incorrectly in last month's (July) issue of Paramount World. Mr. Morris is administrative vice-president of Plautus Productions.

過去二十年を通じてもつとも

数多くの強力作品を擁するパ社

パ社は今や大作時代を迎えている。しかしそれは我々の記憶にあるどの時代よりも偉大であるばかりでなく、恐らくパ社史上でもっとも偉大だろう。なぜなら、現在製作中の作品は一本残らず最高の品質であるからだ。我々はもはやいわゆる「二流作品」又は「低予算映画」は製作していない。今の時代が要求しているのは大作である。そしてパ社はもつとも現実的な形——即ち興行的に強力な大作を作ることによってこの需要に応えているのである。

諸賢はこの裏付けを十九頁に掲載したパ社の予告広告——そこには映画史上他に比類のない「ネバダ・スミス」の製作開始の発表が載っている——の中に見出すことができよう。二頁にわたるこのニューヨーク・タ

イムスの広告は、パ社が着手した映画企画の規模を示すほんの一例にすぎない。次に、世界でもっとも有名な賞に関する物議をまき起した熱っぽい作品「オスカ」の移少価値がある。「ネバダ・スミス」「オスカ」の二作品ともパ社のハリウッド撮影所で実際に撮影がすすめられており、そのキャスト等に関する細かい情報を他の頁に掲載してある。

「ハーローウ」「危険な道」「エルダー兄弟」の三作品は、劇場での興行成績という、他のいかなる計器にも勝る実用的な計器によってその偉大さを実証しつつある。これはいうまでもない。つづいて配収予想が数千万ドルにのぼる作品のパレードが、撮影を終り、試写を間近に控えている。輝か

しい栄光の日々のためにその何本かをあげてみると「寒い国から帰ってきたスパイ」「カリハリの砂」「彼女に何でもやらせよう」「約束しろ」「かわいそうなパパ」「ボーイング・ボーイング」「アルファイ」「頭がい」「アパッチの蜂起」等々。以上はそのほんの一部分にすぎない。

これに加えて、我々には大プロデューサーたちの遺産がある。ハル・ウオリスを例にとってみるがいい。恐らく彼はどの時代を通じても終始一貫したヒット作の製作者として、記録保持者であろう。彼がこの数週間にパ社のために作り上げた作品の二、三にご注目願いたい。「エルダー兄弟」の偉大さ、「ボーイング・ボーイング」の笑いの魔術を見てもらいたい。それに現在彼は「ハワイアン・パラダイス」でエルビス・プレスリーをカメラの前に立たせている。といった具合だ。しかもハル・ウオリスの製作になるプレスリー映画は、純金のような興行収入を生むことは請合だ。

ここでしばらく他の作品に目を転じてみよう。なぜなら、「ジュデイス」はソフィ

ア・ローレンの演技的把握力に新しい水準を与えた作品として興奮を感じないわけにはいかないし、ハワード・ホークスの「レッドライン七〇〇」は、これまで作られたオートレース映画中最もスリルに富んだものとして、その上とくに若人向けでもある。我々は心を奪われているからである。

とどのつまり、パ社の製作部門は、今日ほどの生産力が最高潮に達したことはない。映画界でパ社を他より一段と傑出した存在たらしめるためのジョージ・ウェルトナー社長の長期かつ拡大な計画が、ついには実を結びはじめたのである。彼の用意したすばらしい作品が、パ社の支社のおかれた世界中の全地域に於て、正に最高の配収を上げるよう限り限りの努力を払うことこそ、今我々に課せられた使命である。

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V.I.P. VISITORS TO THE BUSY PARAMOUNT LOT

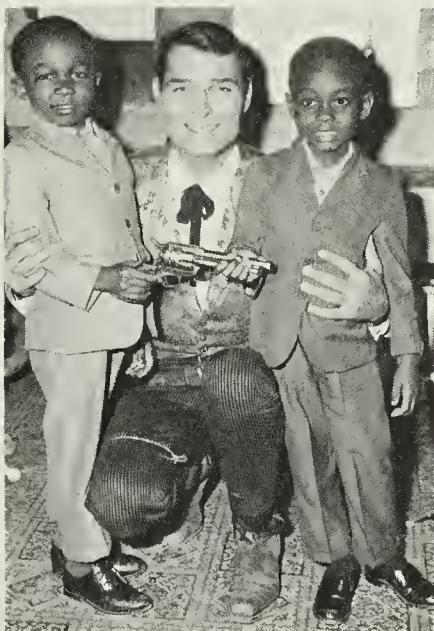


HOLLYWOOD - A Paramounteer from Italy and his wife visit the set of "Oh Dad, Poor Dad" during the course of the worldwide convention of Lions International. They are Mr. and Mrs. Giuseppe Pisano, and Mr. Pisano is of course Paramount branch manager in Cagliari, Sardinia, Italy. The striking and exotic Rosalind Russell, co-star of the film, is their hostess and guide on the set, and with them, at left, is Mr. Cesar Patrone, also of Cagliari, and a convention delegate.



Shown on the "Bonanza" set with Lorne Greene, left, star of the TV series (which is filmed at Paramount,) are Mr. and Mrs. Clyde Waterman, of Adelaide, Australia. Mr. Waterman was one of the founders of the celebrated Waterman Circuit of film theatres.

Next issue, September, will contain one of the most complete coverages in years of current and forthcoming Paramount product. It will be an eye-witness report by your editor of what is going on in the studio, as well as glimpses of productions now being filmed abroad.



John Russell of the cast of "Apache Uprising" gives a couple of young visitors a thrill they're not going to forget. The young men are Jean Phillippe and Roger Kabore, sons of the Ambassador to the United States and United Nations from Upper Volta.

RIGHT

SEATTLE, Wash. - Since a 'slender' telephone wire plays a vital role in "The Slender Thread" (co-starring Anne Bancroft and Sidney Poitier), the film's director, Sydney Pollack, right, spent some vitally important time with officials and technicians of the local telephone company prior to shooting.



HOLLYWOOD - Paramount studio plays host to some very important visitors from the Republic of Upper Volta, West Africa, and to some notable Washington officials who accompanied them. The visitors are shown above on the set of the A.C. Lyles production, "Apache Uprising," with some of the film's stars.

In the group, left to right: Mrs. B.J. Kabore, wife of the Ambassador from Upper Volta to the United States and United Nations; Corinne Calvet; Mrs. Paul Lanvin; Miss Barbara Bernheim, of the Dept. of Health, Education and Welfare, Washington, D.C.; Dr. Paul Lanvin, Minister of Health, Upper Volta; Mr. E.J. Carroll, representative of the Merck Pharmaceutical Research Company. In the foreground, the Ambassador's children, Jean Phillippe and Roger. In the rear: John Russell and Rory Calhoun.



HOLLYWOOD - Mr. and Mrs. Albert O'Connor (he is an executive of Ster Films, Paramount's distributor in the Republic of South Africa), are shown production on "The Oscar" by Jill St. John, one of the Joseph E. Levine production's co-stars.

Tribute to Adhemar

Latin American division manager Henry B. Gordon has transmitted the following excerpt from a letter he received from Brazilian general manager Adhemar Cesar:

"As this was my first trip to Porto Alegre after my appointment as general manager, a very friendly and warm reception was given to me both by exhibitors and distributors. A dinner was offered, with more than fifty persons attending. Included were every important exhibitor in Porto Alegre, managers of the film distributing companies, press, radio, newsreel and TV. The function was filmed by television and telecast on the news of the day."

MAIOR NÚMERO DE PRODUÇÕES EM PREPARO DO QUE EM QUALQUER TEMPO NOS ÚLTIMOS 20 ANOS

Estamos atravessando uma época de grandes atividades nos Estúdios da Paramount. É esta, sem dúvida, a fase de maior produtividade de que nos podemos recordar, sendo ainda, talvez, a maior em qualquer tempo, porque somente estão sendo produzidos filmes de alto quilate. Não mais estão sendo feitos filmes de menor classe, ou seja, filmes de orçamentos reduzidos. A necessidade do mercado cinematográfico mundial de hoje, exige filmes de grande classe e a Paramount está indo ao encontro dessa necessidade da forma mais objetiva: produzindo somente filmes de alto gabarito para obter grandes sucessos de bilheteria.

Pode-se avaliar isso em nossa página 19, onde há a reprodução de um anúncio referente ao filme NEVADA SMITH, do qual

LISBON - This city's attractive Eden Cinema devoted almost acres of space to the announcement of the Hal Wallis production, "Roustabout," starring Elvis Presley and Barbara Stanwyck.



LISBON - Two of this city's most important music stores give the utmost in window display to "Romance No Luna Parque" ("Roustabout"), the Hal Wallis production starring Elvis Presley and Barbara Stanwyck.



THIS IS A SCENE from a Paramount release with a New York locale, filmed in London. The picture: "Promise Her Anything." The star shown above: Warren Beatty. The other co-stars: Leslie Caron and Robert Cummings. The verdict: Wonderful entertainment for all audiences.



não se encontra paralelo em toda a história do cinema. Essas duas páginas do "New York Time" servem tão somente para dar uma idéia da categoria do grandioso filme que a Paramount está produzindo. Há ainda a grande produção THE OSCAR, um filme passionnal e controvertido a respeito do premio cinematográfico tão difundido em todo o mundo. Ambos NEVADA SMITH e THE OSCAR estão sendo produzidos nos estúdios da Paramount em Hollywood e maiores detalhes relativos ao cast de cada um deles são encontrados em outras páginas.

É claro que HARLOW, A VENUS PLATINADA, PRIMEIRA VITÓRIA e OS FILHOS DE KATIE ELDER já estão provando a grandeza de cada um deles pelo melhor e mais convincente de todos os meios: as excepcionais rendas obtidas nas bilheterias.

Já com as respectivas filmagens terminadas e prestes a serem exibidos nos cinemas do mundo inteiro, temos uma verdadeira parada de sucessos. Gravem bem estes nomes que representam verdadeiras minas de ouro: O ESPIÃO QUE VEIO DO FRIO, THE SANDS OF KALAHARI, A DELICIOSA VIUVINHA, COITADINHO DO PAPAI, Mãe Te Pendurou No Armário E Eu Me Sinto Tão Triste, BOEING-BOEING, ALFIE, A MALDIÇÃO DA CÂVEIRA e APACHE UPRISING. E estes são apenas alguns deles...

Não podemos deixar de fazer alusão aos nossos grandes produtores. Tomemos, por exemplo, Hal Wallis. Temos aqui, talvez, o mais completo criador de sucessos de todos os tempos. Basta lembrar o que ele nos trouxe há poucas semanas: a grandeza de OS FILHOS DE KATIE ELDER e a magia da comédia BOEING-BOEING. Neste momento ele tem Elvis Presley diante das camaras filmando PARAISO HAVAIANO. E quando Hal Wallis faz um filme com Elvis Presley não é necessário acrescentar que as rendas de bilheteria são ouro puro.

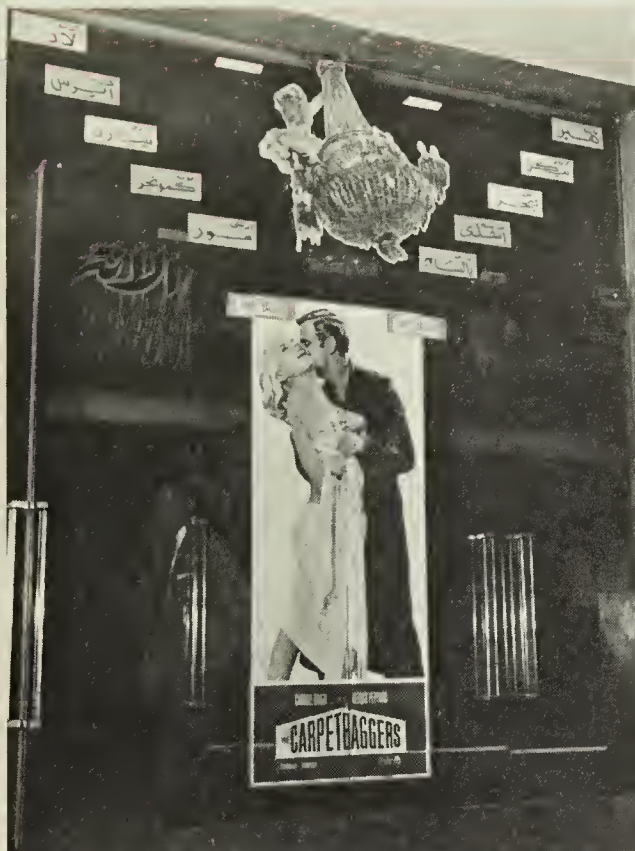
Voltando a falar sobre outros filmes em produção em nossos estúdios, não podemos deixar de mencionar o nosso entusiasmo por JUDITH que, sem sombra de dúvidas, será um novo marco na interpretação dramática da grande estrela Sophia Loren. Estamos também aguardando com grande entusiasmo o filme FAIXA VERMELHA 7.000, de Howard Hawks, um dos mais excitantes filmes jamais feitos sobre corridas de automóveis e feito muito especialmente para a nova geração também.

Em resumo, a produção da Paramount jamais alcançou, em qualquer tempo, tão alto índice de produtividade como nos dias atuais.

A longa campanha de planejamento no sentido de colocar a Paramount no mais alto ponto da indústria cinematográfica, encetada há tempos por Mr. George Welther, começa agora a colher os seus melhores frutos. Cabe-nos, portanto, a responsabilidade de darmos a essa fabulosa produção que ele nos proporcionou, o melhor de nossos esforços para que tenha um tratamento condigno com a sua grandiosidade e assim dela possamos tirar o máximo proveito em qualquer parte do mundo onde a Paramount tenha representação.

SHOWMANSHIP THE WORLD OVER

33



CAIRO, Egypt - This 'divided poster' on a pair of swinging lobby doors was an 'unmissable' piece of showmanship for "The Carpetbaggers" at the RadioCinema during its highly successful run recently.



LONDON - Fine window display by the Bond Street Record Centre for Bobby Vinton's disc of "Lonely Girl," the theme song of "Harlow."



Gore-dy Showmanship

SEATTLE, Washington -- Gore-dy, yes, but ever so effective was this window dressing at the Ware House of Music for "Dr. Terror's House of Horrors." Red 'blood' dripped from the skull and flowed down to the terrazo entrance to the store. In addition, the chill-film was extensively promoted over Radio Station KJR, the #1 broadcaster in the market. Also, there were other incentives offered in the window display.

LONDON - The premiere of "The Amorous Adventures of Moll Flanders" at the Plaza Theatre is hugely enlivened as 'Moll' comes to the famous cinema in a "Coach & Four."

The picture, by the way, is doing a 'broth of a business' at the Plaza.



LONDON - A fine instance of cooperative advertising that is in itself a tribute to the British success of "The Amorous Adventures of Moll Flanders."

XXXXX

The DAILY
CINEMA

BERMINS
THE FILM COSTUMERS

are proud to have supplied the costumes for

PARAMOUNT'S
"THE AMOROUS ADVENTURES OF
MOLL FLANDERS"

and pay compliments to
Producer Marcel Hellman
and
Director Terence Young

M. Berman Ltd., 18 Argyll Street, London, W.C.2
London Paris Rome Hollywood

PAN
books X438

MOLL FLANDERS

Daniel Defoe

Introduced by

Now issued by Paramount Books starring K. M. NOVAK - Moll

3/6

KIM NOVAK,
RICHARD JOHNSON,
ANGELA LANSBURY
VITTORIO DI SICA,
LEO McKERN, GEORGE SANDERS
in "The Amorous Adventures of
MOLL FLANDERS" Guest Stars
LILLI PALMER, HUGH GRITTHILL,
DANIEL MANSNEY. Produced by MARCEL
HELLMAN. Directed by TERENCE
YOUNG. TECHNICOLOR. R. A. WINCHESTER
FILM PRODUCTION.

MOLL FLANDERS... first of the great bandy novels... Moll's adventurous life embraces a gamut of human depravities that range from prostitution and adultery to bigamy and incest. With purpose and zeal she raves herself from obscurity to notoriety. "Twelve years a whore, five times a wife, twelve years a thief..."

The amorous adventures of

NOW A GREAT PARAMOUNT RELEASE

Paramount's THE AMOROUS ADVENTURES OF MOLL FLANDERS stars KIM NOVAK, RICHARD JOHNSON, ANGELA LANSBURY, VITTORIO DI SICA, LEO McKERN, GEORGE SANDERS and LILLI PALMER in "Dance." The picture, which is in Panavision and Technicolor, is produced by MARCEL HELLMAN and directed by TERENCE YOUNG.

born in Newgate - and during a life of continuous variety - became a wife (five times), a transported felon, at last grew rich, lived honest and died a penitent

DANIEL DEFOE'S candid and cautionary tale of her wicked life has enthralled readers for over two centuries

6/- AUSTRALIA

Paperbacks...

Since the great realistic novel of Daniel Defoe -- "Moll Flanders" -- is in the 'public domain' so far as publication is concerned, a number of editions are now appearing, several in a single country in some instances. At left are front and back covers of two - one issued by Pan and the other by Mayflower - which have already appeared in England to tie in with Paramount's release of "The Amorous Adventures of Moll Flanders," starring Kim Novak.



You tell us, for a change, what the well-dressed Tony Curtis, the simply dressed Thelma Ritter, and the scantily dressed Christiane Schmidtmer are saying in this explosive scene from Hal Wallis' boisterous exercise in funmanship, "Boeing-Boeing."

A professor who had taught for many years, was giving advice to a young teacher. "You will discover," he said, "that in nearly every class there is a youngster eager to argue. Your first impulse will be to silence him. I advise you to think carefully before doing so. He probably is the only one listening!"

RIGHT

Rosalind Russell never enters subtly in any scene in "Oh Dad, Poor Dad...." Always the spectacular, bizarre, grotesque entry. Here at right is the simple business of coming to breakfast.

HOLLYWOOD - Belgian correspondent Jennie Dhont (Cine Revue, Brussels) on the set of "The Oscar" with two of the principals of the Joseph E. Levine production. They are Stephen Boyd and Jill St. John. Picture is now in its fifth week of production and is shaping up in wonderfully dramatic fashion.

IL Y A ACTUELLEMENT PLUS DE FILMS PARAMOUNT EN COURS QUE PENDANT CES VINGT DERNIERES ANNEES

Voici que s'ouvre pour Paramount une ère de grande production. C'est même la plus grande, de mémoire d'homme. Ce sera peut-être la plus grande de toutes parce que chaque film produit est d'un niveau exceptionnel. En effet, nous ne tournons plus de "petits" films, ni de films à "budgets moyens". Les besoins actuels exigent de grandes productions et Paramount s'est adapté à la situation en réalisant des films qui battent tous les records de recettes.

Vous pourrez, d'ailleurs, le constater dans notre page précédente n° 19, où l'on annonce "Nevada Smith" qui n'a pas son pareil dans l'histoire du cinéma. Ces deux pages du New York Times ne sont qu'un exemple du genre de films que Paramount entreprend actuellement. Ensuite, il y a le film exceptionnel "L'Oscar", un film passionnant et controversé concernant la remise des Oscars, récompenses les plus célèbres du monde entier. "Nevada Smith" et "L'Oscar" sont tous deux en cours de réalisation dans nos studios de Hollywood et vous trouverez des détails concernant leurs protagonistes dans les pages suivantes.

Il est évident que "Harlow, la blonde platinée" et "Les quatre fils de Katie Elder" prouvent leur importance grâce aux recettes qu'ils remportent- ce qui, en définitive, constitue le



seul critère. En outre, il y a déjà un grand nombre de films terminés prêts à sortir, dont les recettes dépasseront certainement 10 millions de dollars - tels que "L'Espion qui venait du froid", "Les sables du Kalahari", "Promettez-moi n'importe quoi", "Le Placard", "Boeing-Boeing", pour ne citer que quelques-uns d'entre eux.

Vient ensuite la participation de nos grands producteurs. Prenez, par exemple, Hal Wallis- l'un des plus grands fabricants de succès de tous les temps- et voyez ce qu'il nous a présenté ces dernières semaines. En effet, voyez la grandeur des "Quatre fils de Katie Elder", la comédie éblouissante qu'est "Boeing-Boeing". En outre, il est ac-



BEIRUT, Lebanon - The Colisee Theatre here gave plenty of showmanship emphasis to "The Carpetbaggers" when the big box-office smasheroo played such a successful engagement here recently.

tuellement en train de tourner "Paradis Hawaïen" avec Elvis Presley. Et lorsque Hal Wallis réalise un film avec Presley, c'est absolument de l'or en barre.

Pour en revenir à nos autres productions, inutile de vous exprimer, ici, notre enthousiasme pour "Clandestine Judith", qui présentera un nouvel aspect du talent dramatique de Sophia Loren, pour "Ligne Rouge 7000" de Howard Hawks, l'un des films les plus passionnants qui aient été réalisés à ce jour sur les courses automobiles, et conçu spécialement pour la nouvelle génération.

En résumé, la production Paramount n'a jamais atteint ce point aussi culminant où elle se trouve à l'heure actuelle. La longue campagne de préparation entreprise par le Président George Weltner porte ses fruits. Il s'agit maintenant pour nous de veiller sans relâche à ce que cette magnifique production qu'il met à notre disposition établisse des records de recettes dans tous les pays où Paramount est représenté.

A New Dimension

in motion picture advertising will be reached with Hal Wallis' forthcoming "Boeing Boeing," the campaign for which will prominently highlight the measurements of the three international beauties appearing opposite Jerry Lewis and Tony Curtis in the Paramount release.

Credits will read "co-starring Dany Saval (33-22-23), Christiane Schmidtmer (40-26-38) and Suzanna Leigh (34-23-34)." Measurements of a fourth co-star of the film, Thelma Ritter, are a closely guarded secret and credited simply as "?-?-?".

W I N D O W O N T H E W O R L D



LOS ANGELES - Pre-game shot in the Los Angeles Stadium before start of the hotly contested soccer match between Milan (Italy) and Mexico. Captains of the teams are shown receiving traditional gifts. Third from left is Raf Vallone, co-star of Paramount's "Harlow," who brought a film industry touch to the occasion by making the first kick-off.



IMAGENES

DEMASIADO FAMOSO.
Es imposible no reconocer el rostro característico de Alfred Hitchcock bajo el disfraz que sea y donde se encuentre. El "rey del suspense" y celebrado director de "Psycho" y otros films no puede escapar, pese a su timidez, a los inconvenientes que trae consigo la celebridad.
Raúl de Voz.

Chile manager Juan Laupheimer has sent this clipping from Santiago's newspaper Ercillo to show that people everywhere see Alfred Hitchcock likenesses. The caption reads:

TOO FAMOUS. It is impossible not to recognize the characteristic face of Alfred Hitchcock under any mask or wherever he is. The King of Suspense and praised director of "Psycho" and other films cannot escape, despite his timidity, from the inconvenience involving the celebrity.



DUBLIN, Eire - On the set of "The Spy Who Came In From The Cold," the children of Elizabeth Taylor enjoy a romp on the film's reproduction of the grim and grisly 'Berlin Wall.'

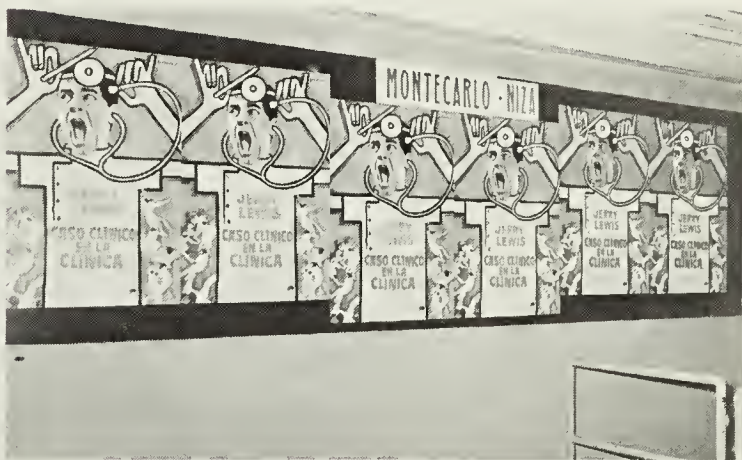
LONDON - Coach-and-four, complete with grooms, bringing the Plaza Girls and 'Moll Flanders' to the premiere of "The Amorous Adventures of Moll Flanders," at the Plaza.



SYDNEY - Here is a continuation of the Movie Ball picture of Page 11, with identification of other Paramounters who helped make the "Harlow" table a prize-winner. Reading from left: Mr. and Mrs. W. Ellis; N.S.W. sales representative (and 'temporary cameraman') Graham Lewis; head office clerk Robin Hall; N.S.W. booker Ray Simmons; N.S.W. clerk Helen Cunningham; (partly obscured by camera) Kevin O'Sullivan; Judith Fisher, secretary to film and ad-sales manager Len Jones; Carol Chuck, Frank Young, and of course Carroll Sorby impersonating Carroll Baker impersonating Jean Harlow.



CAIRO, Egypt - The balcony of the Paramount office here, which Paramount manager George Baramili always puts to very good use with every picture he releases, carried this picturesque display during the extraordinarily successful run of "The Carpetbaggers."



BARCELONA, Spain - This city's subway (or Metro, or Underground, or whatever else you choose to call it), is made all the merrier by teaser advertising of the type shown here. This is advertising by the Montecarlo and Niza Theatres for Jerry Lewis in "The Disorderly Orderly."



THE PARAMOUNT PICTURES 'PICTURE' IMMEDIATELY AHEAD

Now that we have arrived at an era of a true "wealth of product," it behooves us to take time out every so often to refresh our minds - and our plans - regarding just what is in store for us. Such is the purpose of this page.



Blonde beauty Virna Lisi will co-star with Frank Sinatra in "Assault On The Queen." The Seven Arts production, which will depict the piracy of an ocean liner on the high seas by a band of men operating from a salvaged World War I submarine, will be Miss Lisi's second U.S. film. The sensuous Italian actress made her screen debut in "How To Murder Your Wife."

An ace piece of casting in Joseph E. Levine's production of "Nevada Smith" is that of Karl Malden, shown at right, in the role of one of the brutal killers....Currently completing production on "Apache Uprising," producer A.C. Lyles has purchased the first screenplay to start his new 10-picture program for Paramount, Steve Fisher's "Fort Siege"...Robert Redford, who recently completed



a co-starring role with Sir Alec Guinness and Michael Connors in "Situation Hopeless But Not Serious," will co-star in "This Property Is Condemned," the provocative film version of the Tennessee Williams play starring Natalie Wood. (Redford created the

original male lead in the comedy stage hit, "Barefoot In The Park," which Paramount will bring to the screen as a Hal Wallis production).....Kirk Douglas and French film star Jean-Paul Belmondo have major roles in the Paramount-Seven Arts production, "Is Paris Burning?" Douglas will portray the spectacular General George S. Patton, and Belmondo will be seen as Yvon Morandat, the French hero who took official possession of the residence of the French Ministry in the name of Charles De Gaulle's Free France prior to the Allied liberation of Paris.....Cast of "The Oscar," a Joseph E. Levine production for Paramount release, now includes Stephen Boyd, Milton Berle, Ernest Borgnine, Edie Adams, Jill St. John, Eleanor Parker, Tony Bennett, Elke Sommer, Joseph Cotten and Brod Crawford....."Seconds," with Rock Hudson at the top of the starring list, is another Paramount picture with a topping cast - Salome Jens, Robert Brubaker, John Randolph, Jeff Corey, Richard Anderson, Will Geer, Wesley Addy, Karl Swenson, Knigh Dhiagh and Evans Evans.

LONDON's Daily Cinema of July 26th was indeed a Paramount issue. Major contribution in this respect was provided by these four pages of photos relating to the rousing premiere of "The Amorous Adventures of Moll Flanders" at the Plaza Theatre. There was also a full page of photos forming a compliment to Suzanna Leigh, who had been signed to a 7-year contract by Hal Wallis following her delightful appearance in his rip-roarious comedy, "Boeing-Boeing."

THAT GIRL 'MOLL' HITS THE TOWN



AND HERE ARE SOME MORE OF THE NOTABLE GUESTS WHO WERE EAGER TO MEET 'MOLL FLANDERS'...



... THEY ALSO CAME TO MEET 'MOLL FLANDERS'



TOP CRITICS AT 'MOLL FLANDERS' PREVIEW LUNCH



The Amorous Adventures of Moll Flanders, Paramount Pictures, Inc. presents a production of Hal Wallis, starring Suzanna Leigh, Robert Brubaker, John Randolph, Jeff Corey, Richard Anderson, Will Geer, Wesley Addy, Karl Swenson, Knigh Dhiagh and Evans Evans. Music by Elmer Bernstein. Screenplay by John O'Hara. Directed by John O'Hara.

C.D.P.D.M.H.Y.I.T.C.A.I.F.S.S.
O.D.P.D.M.H.Y.I.T.C.A.I.F.S.S.
O.D.P.D.M.H.Y.I.T.C.A.I.F.S.S.

IF THEY MADE 'EM ANY
ZANIER...YOU'D NEVER
KNOW THE DIFFERENCE!

Excerpt from a Howard W. Koch wire...

Elsewhere in this issue we publish a jumbo telegram in which studio and production head Howard W. Koch reported to President George Weltner on "in work" productions. Regarding "Oh Dad, Poor Dad," he had this to say:

".....'OH DAD, POOR DAD' -- I'VE SEEN THE LATEST DAILIES AND CUT MATERIAL AND I AM SURE WE HAVE THE WILDEST, WAY-OUT COMEDY I'VE SEEN IN MANY A DAY. DICK QUINE HAS CERTAINLY DONE A GREAT JOB AND IT LOOKS LIKE THE PICTURE CAN BE A BIG ONE AT THE BOX-OFFICE....."

MONTEGO BAY, Jamaica, West Indies -- Ever-active Ray Stark, who produces hit plays, hit musicals, hit films ("The World of Suzie Wong," one of many), and has just produced for us "Promise Her Anything" and "Oh Dad, Poor Dad," proves to the satisfaction of Rosalind Russell and members of the production company of "Oh Dad, Poor Dad" that he can dance the Limbo with the best of them.



When middle-age love runs rampant amid the lush tropicality of the West Indies, then you certainly have something worth paying good money to see....and in the performance of this public duty, Rosalind Russell and rascally Hugh Griffith perform royally.



'Mama' could just as easily come ashore by motorboat, pinnace, helicopter, or even by rocket. But she chose to have a lifejacket under her peignoir, even though it impeded her breast-stroke. However, it certainly rated attention.



This hilarious seduction scene on Jamaica's sandy strand is bound to become a cinema classic --- and what Mama did to break it up may well become standard practice for similar occasions.

'Mama's' character name in this hilarious comedy is 'Madame Rosepettle, and the bearded character always in pursuit of her (played by Hugh Griffith, is 'Commodore Roseabove.'

Jerry L. Laugh-wrecks Puerto Rico

Puerto Rico manager Frank L. Planas finally breaks 'news-silence' with the following despatch:

"I haven't given you any news from Puerto Rico in a long time - but here is a terrific item!

" 'Disorderly Orderly,' released here at the Music Hall Theatre in San Juan, played for four weeks, breaking all previous records for a Jerry Lewis picture in length of playing time and box-office receipts. Business for the four weeks means that 'Disorderly Orderly' is now in the category of 'top grossers,' keeping company with our biggest releases."



TEL AVIV, Israel - Directly across the street from the Allenby, where "The Carpetbaggers" has enjoyed one of the most successful engagements anywhere in the entire world, there has been this special window display which has entertained citizens for many, many weeks.



DALLAS, Texas - The 'hold-up' showmanship gimmick for "The Sons of Katie Elder" is kinda ketchin' on (and we hope that good luck stays with it). Majestic Theatre here staged the one above, which depicts a lone bandit set on 'stealing' a print of the Hal Wallis picture. Covering the stunt (out of camera range) were The Dallas Morning News and three commercial TV channels: WFAA-TV, WBAP-TV and KRLD-TV, which ran the event on their six and ten p.m. newscasts.

New Production 'First' for "Seconds"



ROCK HUDSON
Star of "Seconds"

HOLLYWOOD---An historic first in motion picture locations was chronicled on August 2nd, when Director John Frankenheimer and the technical crew of Paramount's "Seconds" boarded a TWA jet liner at International Airport for the filming of a complete sequence of the picture in flight with star Rock Hudson. This marked the first time a feature production with principals has been actually filmed in the air. Customarily, plane mock-ups and process photography are used for airplane sequences.

A contingent of local newspaper and wire service aviation correspondents was also invited aboard by Producer Edward Lewis and TWA executives to cover the initial film production flight. The current flight plan included flying at approximately 30,000 feet over California and parts of Arizona and New Mexico. Arrangements for placement and movement of camera, sound and electrical equipment aboard the jet were concluded earlier with TWA by Frankenheimer and cameraman James Wong Howe.

One of the most important sequences in the picture, the jet scenes feature star Hudson entering his second life following a startling physical transition and psychological conditioning. "Seconds" is based on the suspense novel by David Ely and the screenplay was written by Lewis John Carlino.



BARCELONA, Spain --- Comedian Jerry Lewis is very well known on the sidewalks of this city. Here are advertising pillars carrying announcements of the Monte Carlo and Niza Cinemas for Jerry in (at top) "Who's Minding the Store?" and "The Disorderly Orderly."

Filming of "Oh Dad, Poor Dad, Mamma's Hung You In The Closet and I'm Feelin' So Sad" has been completed in Paramount's Hollywood studios following more than three months of production, both on location in Montego Bay, Jamaica, and on the Paramount sound stages.

More than 100 members of the company, including stars Rosalind Russell, Robert Morse, Barbara Harris, Hugh Griffith and Jonathan Winters, invaded the Round Hill Hotel in Montego Bay for location filming.

Filmed in Technicolor, the Seven Arts production was produced by Ray Stark and directed by Richard Quine from a screenplay by Ian Bernard. The film takes its title from the madcap stage play by Arthur Kopit.



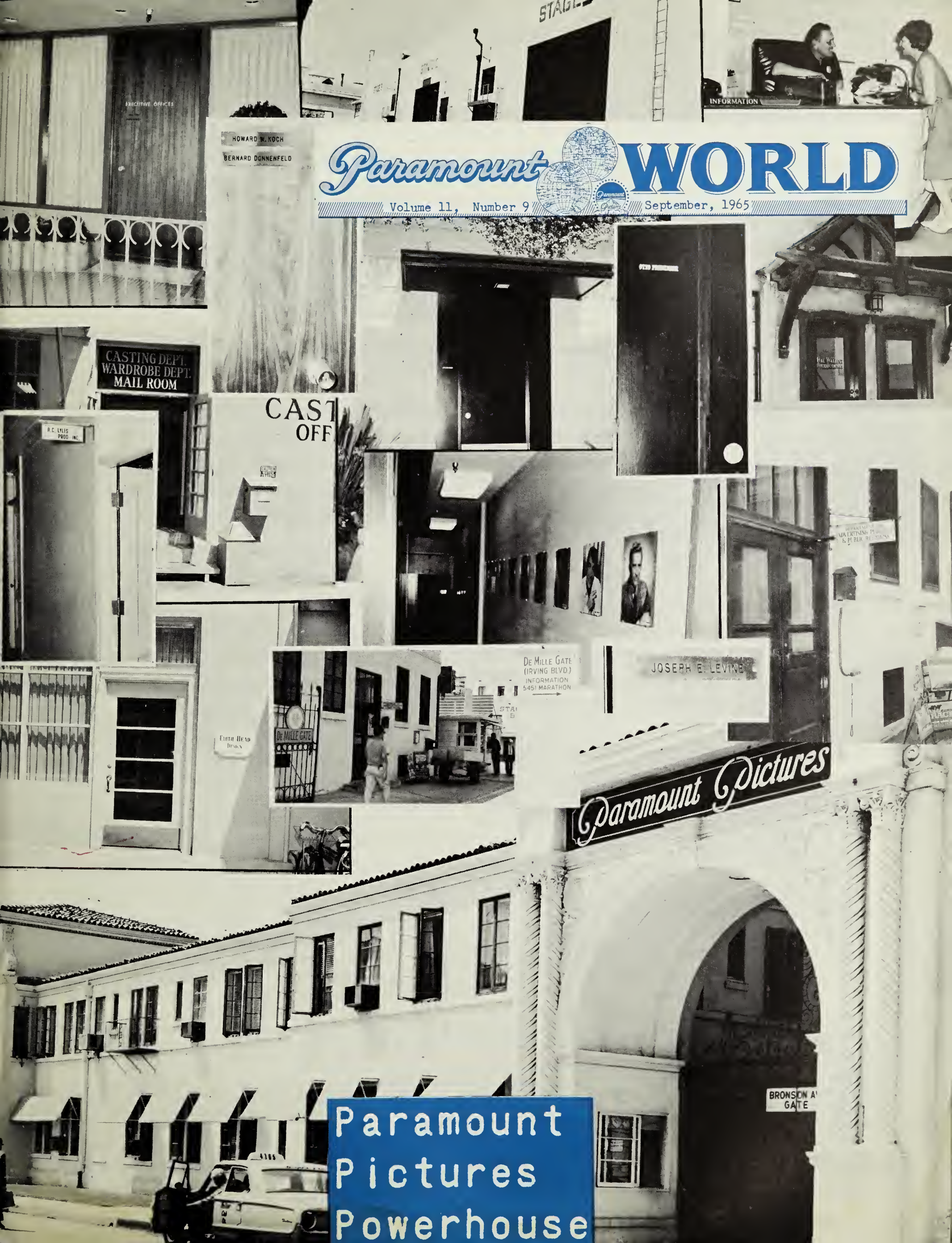
The 'Sons of Katie Elder are whooping it up --- and with mighty good cause.

John Wayne, Dean Martin, Michael Anderson, Jr. and Earl Holliman never had it so good.

Clear across the United States, "The Sons of Katie Elder" is registering at the nation's box-offices the fact that it is sweeping to the golden spot of being one of the truly great paramount money-makers of all time.

You know, when it comes to making mass-entertainment pictures, this fellow Hal Wallis.....!

Martha Hyer in all her golden Glory. shares in the triumph of "The Sons of Katie Elder," too!





GEORGE WELTNER

President, Paramount Pictures Corporation

PLEASE NOTE

The extensive coverage of Studio and production activities in this issue has resulted from a first-hand, on-the-spot report by the editor following a Studio visit last month.

THE COVER

Some of the many facets of the time-honored Hollywood Studio which has played so vital a part in the production progress of Paramount.

The Man Who Guides Paramount's Destiny

Paramount's giant production progress in the past year, and the glowing promise of the immediate future, have evoked tremendous admiration for President George Weltner in every component part of the organization.

Particularly has this been the case in the Studio, and in all divisions, and locations, of the making of our product the world over.

Realization is complete in the Studio's creative ranks that George Weltner has spent his entire working life with Paramount, in the course of which he has been in both foreign and domestic distribution, as well as in production, and is therefore completely versed in every phase of Paramount activity.

Creative workers, no matter in what field, have faith in and a dedication towards those executives who know what to expect because they know what it is possible to expect.

This is how the Paramount production force, from top to bottom, feels about George Weltner.

They have the same faith in him that he has in them.

It adds up to a wonderful promise for the Paramount years ahead.



The Paramount era which began in June of last year, and which envisioned a new age of enhanced entertainment films, is now with us as a surging success force.

Paramount product is burgeoning, not only in quantity but in quality. We are getting the pictures, and the pictures are designed for the audiences of the world.

This issue of Paramount World has been fashioned in substantiation of this fact.

It also is a challenge to all concerned to make sure that the product is given as much (at the very least) dedication in its distribution as has gone into its creation.



The

PARAMOUNT PRODUCT PARADE

AN EDITORIAL REPORT

YOUR REPORTER did a lot of roaming around and speaking with people during his studio visit last month. It was a very revealing process and he is happy that his long association with Paramount made it possible to talk with men and women on all levels of work in the mighty production plant.

One major reaction stands out above all others: The Paramounteers in the Studio are more 'Company conscious' today than at any other time in the past 40 years.

They know now that they are part (a very important part) of a world-wide company. They are concerned with the pictures that they make not merely up to the preview point, but far beyond that. They want to know of reactions - in the local market, in the Continental U.S.A. market, and in the farthest corners of the world.

The Production Cabinet

The Studio's daily cabinet meeting at 9:30 a.m. under the chairmanship of Howard W. Koch, is in many respects the key event of each working day.

Attendance is about 25, and the head of every department physically responsible for the production of Paramount pictures is represented.

(Assembly, however, is not limited to one daily meeting. Any time a specific problem of major importance looms up, the cabinet room is commandeered, all principals are summoned, and the problem quickly resolved.)

The gathering is truly a cabinet meeting, with every representative a vocal member, and every comment, suggestion, criticism and evaluation given proper consideration.

More than at any other time in the studio's history, production is a team effort.

Some members of the cabinet are new; some have been engaged in Paramount production for decades; in some cases, all of their working lives have been spent with Paramount.

But now all are united in a common effort for the maintenance of Paramount supremacy. And nowhere is this fact more apparent than in the regular daily cabinet meeting.

They are very conscious of business trends and crises, and seem definitely intent on doing even more than they have done in the past to further Paramount's interests and consolidate the Company's future.

This is a most heartening sign.

It is most assuredly confirmation of deepening confidence in the Studio's top management of today.

And it is a sure-enough good indication of still better work, and still better product, in the exciting months and years ahead.

It is believed that you will find firm and factual evidence of this in the subsequent pages of this issue.



HOWARD W. KOCH - THE MAN WHO MAKES THE PRODUCT COME TRUE!



A CONSTANT SET VISITOR

Studio and production head Howard W. Koch, (second from left) with, l to r: Joseph Friedman, director of advertising and publicity; John Frankenheimer, director of *SECONDS*; and Edward Lewis, the film's producer.

Mr. Koch manages the 'miracle' of being in a hundred places at one time, and constantly visits every set of every film in production.

Nobody - in the organization, in the world's theatres, or even in the rank and file of the studio itself - knows of the personal pressure that running a vast film production company entails.

Howard Koch left the comparative comfort of a smaller company to take over his present massive assignment. He is dedicated beyond even the comprehension of those closely associated with him.

He is deeply schooled in every phase of making film entertainment for the world.

He has the unqualified respect of all of the film making industry.

He is young enough to adapt himself to changing trends in entertainment, imaginative enough to scent

HOWARD KOCH is a production department's production head because he understands, from first-hand experience, all facets of the complicated, exasperating but always fascinating business of making motion pictures.

HOWARD KOCH is a distribution department's production head because he has a compassionate understanding of the trials and tribulations which this department has to endure and surmount before and during the process of transforming a film into a successful revenue producer.

HOWARD KOCH is any and every exhibitor's production head because his long and diverse experience in the film industry has given him a liberal understanding of the fact that exhibitors, too, have their massive problems in securing enough audience-entertaining films to turn their box offices into pay-offices.

In short, Howard W. Koch is a most understanding - and thoroughly practical and down-to-earth - film man designed to keep every element of our industry happy.

And this includes the stockholders.

changes in appeal, pliable enough to mould a small but beguiling idea into a major production.

Above all, he has the personality, the drive and the background of every facet of film-making which make for a leader.

Respect for Howard Koch has grown solidly since he took over the Paramount studio's helm. It is seen in the attitudes of those who have a profound respect for the man who understands their job. They in turn have a much more understanding attitude towards his job.

You see it in the commissary, in the respect that the staff has for the man leading them, judged in part by the calibre of the important guests lunching with him.

Every Paramounteer, everywhere in the world, will see it in the sharp and glorious upgrading of the product now being made.

Howard W. Koch is, in short, a massive contributor to Paramount's space-age film leadership.



Howard Koch with director Henry Hathaway at the Lone Pine location of "Nevada Smith," 250 air miles from the Paramount studio.



LEFT

PARIS - Howard W. Koch seeing at first hand production on "Is Paris Burning?" At left he is on one of the scenes of action with Orson Welles and Leslie Caron. At right, he is expressing to director Rene Clement Paramount's great satisfaction in the mighty picture's results to date.

The Paramount Product Parade

(Continued from Page Three)

AS ONE GOES BACK to the Paramount lot in this year of Nineteen Sixty-five one is compelled by memory to recall other visits made in the long years since production moved from Vine Street to Marathon Street.

In these more than thirty years many hundreds of Paramount pictures have been made. All levels of production are included in this estimate, and of course all degrees of accomplishment, revenue-wise.

To one with a long Paramount memory, the great and the near great will stand out, and with these titles there will be recollections of the great promise held at the times of their making, for each of these films. Memory, too, will recall that certain years competed with others in appraisals of greatness.

And it will ever be so whenever there is a Paramount.

However, it is the present - this very moment - which must be of Paramount concern. And this moment is completely paramount in every respect.

This very moment sees our company with its finest

"MOLL" OFFERS THE BEST SHOW IN TOWN

LONDON - Advice here from Paramount managing director Russell W. Hadley, Jr., indicates that "The Amorous Adventures of Moll Flanders" is far, far outgrossing such stalwarts as "Zulu," "The Carpetbaggers" and "The Disorderly."

In the ABC cinemas in Eastbourne, Hastings, Bournemouth, Jersey and Boscombe, the toppings by the Kim Novak starrer have been as high as 100% above the other named productions.

and terrific subject of the Academy Awards as its theme, was "The Oscar," a picture with so resplendent a cast that we have scattered news of it all throughout this issue. Occupying other sets, and also on location is some of the Los Angeles suburbs, was the Edward Lewis production, "Seconds," with John Frankenheimer directing Rock Hudson in a modern and very unusual thriller. Two hundred and fifty miles to the north-east, in the ranges of Nevada, Henry Hathaway was filming "Nevada Smith," based on that unforgettable character in the not-to-be-forgotten "Carpetbaggers." "Nevada Smith" lives lustily again in the person of Steve McQueen, and the footage seen on the studio's "rushes" screen proves conclusively that "Nevada Smith" will be a top Paramount revenue-raiser. On other stages, preparations were in progress for interior sets for Hal Wallis' production, "Hawaiian Paradise." Location work was in progress in Hawaii, with the company due to move back to the studio at the end of August, and everything pointed to Elvis Presley coming through with another Aloha-winner.



Editorially, one gets to know a little bit more about the picture being made when one speaks to an interesting personality in the film itself. Hence this 'on the set' shot of Robert L. Graham, Australian managing director, and the editor of Paramount World, learning more about "The Oscar" from co-star Elke Sommer.

stockpile of already completed films. It sees Paramount with a number of entertainment-plus productions already before the cameras, their greatness attested by their subject matter and the viewing of already-filmed footage.

Furthermore, this moment sees on the planning boards a wealth of great immediate-future motion pictures, their casts and producers and directors announced, which guarantee in their turn the continuance of a wealth of box-office attractions.

Thus we see that the past has been outshone by the present, while the present reaps its harvest to make way for what is certain to be the glowing magnificence of the future.

But to get down to cases of what a visit revealed.

In production on several stages with the timely, topical

A Cable of the Month

To: GEORGE WELTNER in New York
From: HOWARD W. KOCH in Paris

DEAR GEORGE: RE "IS PARIS BURNING?" HAVE JUST LEFT THE SCREENING ROOM AFTER SEEING THREE HOURS OF THE MOST WONDERFUL FILM. SAW HISTORY REPEATING ITSELF IN THE STREETS OF PARIS. I KNOW THAT WE HAVE A PICTURE THAT WILL BE A BLOCKBUSTER AND MAKE PARAMOUNT'S CASH REGISTER RING IN 1966. ALL THE BEST.

HOWARD W. KOCH

PARAMOUNT PRODUCTION ABROAD



This is "Nevada Smith," dedicated hunter of the brutal slayers of his parents. Steve McQueen makes him an unforgettable three-dimensional character, while director Henry Hathaway makes the Joseph E. Levine production a Paramount release to rank with the great outdoor productions of all time.



All is not 'sand' in the Joseph E. Levine-Paramount production, "Sands of the Kalahari." For extra good measure there's 'sex' as well. Supplied in this instance by Stuart Whitman and Susannah York. Stanley Baker is also a co-star, and Cy Endfield, the man who contributed so much, directorially, to "Zulu," was the director.



A massive note in the symphony of Paramount production abroad is being played by "Is Paris Burning?" concerning which there is a great deal of information on other pages.

But there are a number of other great Paramount pictures which have been, and are being, completed abroad.

LONDON - Milton Subotsky and Max Rosenberg were hosts to members of the British trade press recently on the set of the Amicus production, "Schizoid." The visitors saw 'rushes' and lunched in the Old House. The thriller is a Paramount release in Technicolor starring Patrick Wymark, Margaret Johnston and Judy Huxtable.

Shown above, l to r: Peter Noble, Hollywood Reporter; Judy Huxtable; Max Rosenberg; Margaret Johnston; Milton Subotsky; Freddie Francis; Peter Reed, Paramount general sales manager; Patrick Wymark; Bill Pay, Motion Picture Herald; Mrs. Peter Reed; Jack Upfold, Paramount director of advertising and publicity; Jock MacGregor, Motion Picture Exhibitor; Bill Altria, editor, Kine Weekly.

"Sands of the Kalahari," a desert thriller based on the oldest desire in the history of man (and woman), already has been screened in New York by producer Joseph E. Levine and given a top excitement rating by its viewers. Stanley Baker, Stuart Whitman and Susannah York head the cast.....Then there is the saucy, sexy comedy, "Alfie," in which soaring star Michael Caine proves that, on occasion, the male can be far more deadly than the female, especially where 'birds' are concerned....Another 'deadly male' is being carved in color in London by Ray Stark and Seven Arts, the protagonist this time being Tony Curtis. Starring in "My Last Duchess," he plays a handsome rogue who causes "accidents" to happen to a succession of rich women in his life.

Over Twickenham way in London, Joseph E. Levine is producing "The Idol" under the executive direction of Leonard Lightstone, with Daniel Petrie as the film's director. The picture stars Jennifer Jones, John Leyton and Michael Parks, and deals with a triangular relationship between Miss Jones, an attractive matron; her sensitive student-son, played by Leyton, and his best friend, portrayed by Parks, and its explosive consequence.

In a report which advertising manager Mort Hock made to Joseph Friedman, advertising and publicity director, following a trip to London in the company of Phil Solomon and Bob Fels of the Lennon & Newell Agency, there were expressions of high praise for "Judith," "Promise Her Anything," "Sands of the Kalahari" and "Alfie." Of the first, the report calls "Judith" "...an exciting adventure story which contains not one but three separate 'time-bomb' emotional build-ups....Sophia Loren who has never looked more beautiful does a tremendous job." Of the second picture, the report says: "'Promise Her Anything' is a very bright modern sex comedy, right in tune with what the public is responding to today....." ("Sands of the Kalahari" is already reported on at top of this column).....Of "Alfie," Mr. Hock says, in part, "Lewis Gilbert showed us some 'dailies,' and I can only tell you that it left my mouth watering to see more....."

13 MORE BEFORE 1965's END

7



NEW YORK - Newsweek, issue of September 6th, featured Frank Sinatra on its cover, along with the caption, SINATRA: Where the Action Is.

And that's where Mr. Sinatra will be at the end of this month, starring for Seven Arts in the Paramount release --- "Assault On The Queen," a nautical thriller packed every moment with ACTION.



"Night of the Grizzly," a large scale western adventure, will be the first Clint Walker (pictured above) film for Paramount, it was announced by Howard W. Koch, vice-president and studio and production head.

The story of a man's desperate fight to protect his family from a rampaging grizzly bear that is destroying humans and crops, the Technicolor attraction begins filming the end of this month.

"Night of the Grizzly" is based on an original idea by Walker, who has a two-picture agreement with Paramount.

Walker is known to millions of television viewers for his portrayal of "Cheyenne."

Paramount will have 13 major productions before the cameras between September and the end of the year.

Contributing to the lineup, to be filmed in Hollywood and on location in the U.S. and Europe, will be the Seven Arts production of the tentatively titled "My Last Duchess," starring Tony Curtis; "Assault On A Queen," starring Frank Sinatra and Verna Lisi, to be made in association with Sinatra Enterprises, and the screen adaptation of "This Property Is Condemned," starring Natalie Wood and Robert Redford.

A share in the Paramount "baker's dozen," to come from Joseph E. Levine's Embassy Pictures, includes "The Minister And The Choir Singer," film version of the Hall-Mills murder case; "The Idol," starring Jennifer Jones, Michael Parks and John Leyton, and "When The Lion Feeds," African adventure story to be produced by Stanley Baker.

Comedy team Marty Allen and Steve Rossi will debut in "The Last of the Secret Agents?" first film the duo will make as part of their exclusive 7-year contract with Paramount.

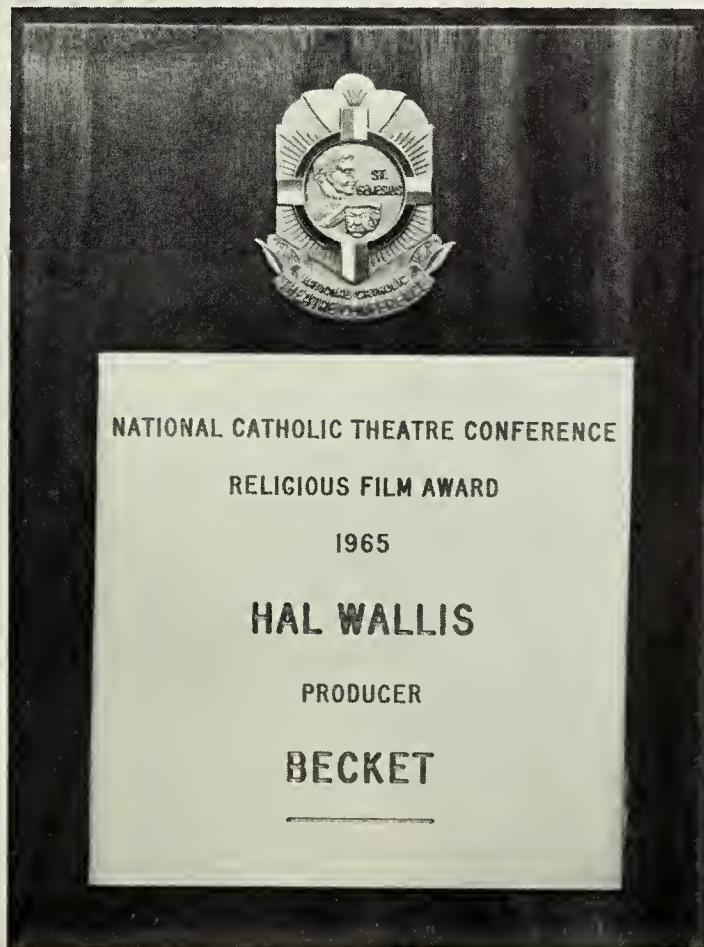
Clint Walker, known to millions of TV viewers in the title role of the "Cheyenne" series, will star in "Night Of the Grizzly," first of his two pictures for Paramount.

Michael Caine will star in the adaptation of the best-seller, "Funeral In Berlin," a tale of modern espionage by those James Bond men Harry Saltzman and Albert R. Broccoli.

Two large-scale outdoor adventure westerns are set for production. Producer A.C. Lyles will film "Fort Siege," and Howard Hawks will make "Eldorado" with a star cast headed by John Wayne.

From the pen of "Psycho" author Robert Bloch will come "Schizoid," a spine-chiller now being filmed in England.

Completing the list of 13 is the still-to-be-titled screenplay that Lawrence Roman is writing and in which the comely and versatile Ann-Margret is set to star.



A close view of the award of the National Catholic Theatre Conference given to Hal Wallis for his production of "Becket."



Elvis' Father....

HONOLULU - Seated between the producer and the star of "Hawaiian Paradise" is the star's father, Mr. Verne Presley. Producer Hal Wallis, as usual, is right 'on deck' during the making of this third of Elvis Presley's Hawaiian musical romances, and the advance word is that this is the happiest of them all.



NEW YORK - Paramount's Board Chairman, Barney Balaban, acting in behalf of producer Hal Wallis (then in Hawaii producing "Hawaiian Paradise"), accepts The National Catholic Conference's award for the production, "Becket." Presenting the magnificent plaque is the Rev. Gilbert V. Hartke, O.P., president of the executive board of the National Catholic Conference.

In accepting the award for Mr. Wallis, Mr. Balaban said:

"Becket" has brought pride to Hal Wallis who had the courage to make this inspiring film; and to Paramount in being privileged to distribute the picture all around the world.

And now this pride is climaxed by the award of the National Catholic Theatre Conference, which honors Hal Wallis for his fine and moving film production.

I am deeply honored, in the absence of Mr. Wallis, who is filming a picture in Hawaii, to accept the award of the Conference in his behalf.

TABLOID REPORT ON SUCCESSES IN THE U. S. A. AND ABROAD

8

"In Harm's Way" is one of the forefront runners in the success story of Paramount abroad these days. We are using a separate page (Page 28) for a detailing of the success of the Otto Preminger production.

"The Amorous Adventures of Moll Flanders" is a 'scandalous' success at London's Plaza and throughout Britain's resort towns and cities, exceeding in some instances the 'zenith' records of "Zulu." Plaza's 7th week began Labor Day.....Manila's Avenue and Lyric Theatres have premiered "Harlow" to a coin-tinkling avalanche; and Trinidad reports that the Strand's record set by "Becket" has been toppled by "Harlow".....and speaking of "Becket," the Palace Theatre in Karachi, Pakistan, has premiered the Hal Wallis masterpiece to results termed "exceptionally good."

Mention of Hal Wallis makes imperative the report that his "Sons of Katie Elder" has been smashing one U.S. record after another. Already this great outdoor thriller ranks as an all-time-Paramount-great in point of popularity and revenue.

In addition to the Johannesburg (below) success scored by "The Carpetbaggers," Pretoria and several other South African cit-

Johannesburg Hails "The Carpetbaggers"



JOHANNESBURG, Republic of South Africa—The Fife and Drum Band of the Transvaal Regiment parade outside the colorful Capri Theatre as a prelude to the fashionable premiere of Joseph E. Levine's production, "The Carpetbaggers." Premiere was a most auspicious event, and the Paramount picture has registered massive box-office business ever since.

ies report stunning successes with the film....."The Disorderly Orderly," following a 3-week run at the celebrated Tuschinski in Amsterdam, is continuing the dazzling tempo of that run in the Corso...Britain's ABC Circuit's biz also dazzling.

Re: "NEVADA SMITH"

From the office of JOSEPH E. LEVINE

IF

you missed the motion picture section of the Sunday (July 18) New York Times, we're sending you the attached reproduction of our 2-page advertisement as the strongest answer we know to "what's new" in motion picture production.

IF

you could have been on location with me last week, you would have seen the start of a motion picture that has every essential ingredient for box-office greatness... from its title to its all-star cast...from Technicolor to Panavision.

IF

you believe in the value of a pre-sold title, this name has been read by millions, talked about by more millions and heard by many, many millions.

IF

you want a great motion picture with a powerful showmanship campaign, this motion picture is for you.

The attached broadside is the first salvo in our all-out campaign with Paramount Pictures. It will embrace all media and will reach out to everybody in the largest city and in the smallest town.

There is nothing "ify" about this motion picture. It has size, scope and tremendous built-in audience appeal...and that's exactly the kind of campaign this motion picture will get.

Cordially,

Last month, on Page 19, we reproduced the two full page advertisements which producer Joseph E. Levine had inserted in The New York Times concerning the commencement of filming on "Nevada Smith." The ads contained reference to a special message from Mr. Levine addressed to all Paramount employees concerning "Nevada Smith." Above is the text of that message.

Place
de la
Concorde,
Paris,
August,
1965

We have underscored the date, for this was how this biggest, busiest traffic centre of Europe looked just last month as French authorities, in tribute to the greatness of "Is Paris Burning?" cleared Place de la Concorde of every bus, car, taxi...everything on wheels, and everybody on foot.....excepting, of course, the actors and vehicles of "Is Paris Burning?"



The Towering Power of "IS PARIS BURNING?"

The following cable, dated August 17th, represents an on-the-spot report to President George Weltner on the mounting excitement being packed into one of the most truly great pictures Paramount has ever released ----- "Is Paris Burning?"

LAST NIGHT'S RUSHES GAVE OVERWHELMING EVIDENCE OF INTENSITY AND POWER BEING ACHIEVED BY PRODUCER GRAETZ, DIRECTOR CLEMENT AND ALL CONCERNED IN "IS PARIS BURNING?" SHOWING INCLUDED ACCUMULATION WEEK-END FOOTAGE OF EXPLOSION AT GRAND PALAIS, WARTIME ILLUSION OF PLACE DE LA CONCORDE WITH RAMMING OF TANKS AND FIRST FOOTAGE OF GERT FROBE WHICH MAKES CLEAR PERFECTION OF HIM IN PART. FOOTAGE NOT MERELY REALISTIC BUT ALSO CONTAINS THRILLING EMOTIONAL PUNCH AND COMBINATION SHOULD BE UNBEATABLE. PLEASE ADVISE HOLLINGER* THAT IMPRESSIVE AS IT WAS TO WATCH THESE SCENES BEING FILMED THEY ARE TEN TIMES MORE EXCITING ON THE SCREEN.

(*) Paramount publicity manager Hy Hollinger paid a special visit to Paris early in August for a firsthand look at the production progress on "Is Paris Burning?"

There is a subsequent, and even more thrilling, cable from Paris on Pages 20 and 21.....The potential of this mighty film should inspire every Paramounteer.

THERE IS NOT THE SLIGHTEST doubt in the world but that "Is Paris Burning?" is destined to be an historic milestone in our industry, creatively as well as revenue-wise.

The basic drama of the of the historically true events upon which the massive and exciting film is based is as cinematic as it is factual.

It is a great stroke of fortune that the resultant picture is a Paramount release, world-wide, for this film is not only going to excite picturegoers by the tens of millions, but will enrich in every way all who have participated in making it.

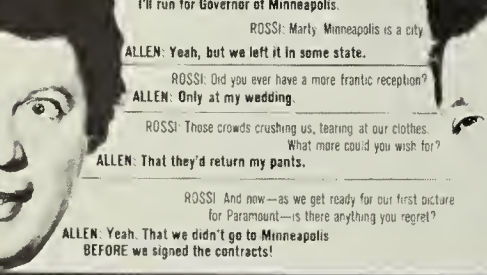
On the basis of evidence to date it can be stated with conscientious clarity that no film reflecting the multi-faceted drama of World War II has contained the quantity and the variety of spellbinding dramatic vignettes as "Is Paris Burning?"

Certainly no other film has been produced with such whole-hearted cooperation -- both official and personal -- as has this epic of courage, devotion and undeviating patriotism.



Three principals in "Is Paris Burning?" Gert Frobe as General Von Choltitz, the German governor of France who procrastinates over Hitler's order to put Paris to the torch; Rene Clement, director of the mighty film; and actor and singer Yves Montand as a courageous soldier of France.

A black and white photograph of two men in suits. The man on the left is pointing at a large, tilted photograph of two astronauts in space suits. The man on the right is looking at the photograph. They are standing in front of a bookshelf.

[illegible][illegible]

ALLEN: Boy, what a telegram! I think
I'll run for Governor of Minneapolis.

ROSSI: Marly, Minneapolis is a city

ALLEN: Yeah, but we left it in some state.

ROSSI: Did you ever have a more frantic reception?

ALLEN: Only at my wedding.

ROSSI: Those crowds crushing us, tearing at our clothes.
What more could you wish for?

ALLEN: That they'd return my pants.

ROSSI: And now—as we get ready for our first picture
for Paramount—is there anything you regret?

ALLEN: Yeah. That we didn't go to Minneapolis
BEFORE we signed the contracts!

P.S. FROM PARAMOUNT:
What Ted Mann experienced in Minneapolis has been repeated everywhere
Allen and Rossi have appeared. The first film, "THE LAST OF THE SECRET AGENTS?"
starts production in September. One thing is sure, 1966 will be a wildly funny year!

As for the impact of Allen and Rossi on Minneapolis, this tribute to them from Ted Mann, President of Mann Theatres, is mighty powerful evidence.



Comedy of a high, sustained order is also forthcoming from Seven Arts' "Promise Her Anything," in which Leslie Caron, Warren Beatty and an adorable baby frolic.

HOLLYWOOD - Howard W. Koch, studio and production head, shows Australia's managing director, Robert L. Graham, some advance visualizations of the characters Allen and Rossi will portray in "The Last of the Secret Agents." Visualizations had been produced by the art and set division of the studio operations under Hal Pereira.

Comedy is forthcoming in merry and magnificent slabs in the Seven Arts-Paramount release --- "Oh Dad, Poor Dad, M.H.Y. I.T.C.A.I.F.S.S."

How else would one expect to see Rosalind Russell garbed as she is at the left --- and this attire is conservative compared to some of her other 'get-outs' in this rip-roarious cinema jape.

It's much the same story with her comedy confederates -- Hugh Griffith, Robert Morse, Barbara Harris, Jonathon Winters and all the rest of the witwacky bunch --- in a film recorded in Jamaica, West Indies, solely for laughing purposes.

When Allen and Rossi signed their Paramount contract (Paramount World, July), the whole event was filmed. This operation included some of A & R's comic patter, some of their gags, and a fine song by Steve Rossi, the singing member of the team. The net result is a sock one-reeler that is a prime introduction for the pair. Prints will be given wide distribution.

THERE WILL BE PARAMOUNT M U S I C

Centered in the Hal Wallis star gallery is a portrait of Elvis Presley with the following inscription:

"To Mr. Wallis - My sincere thanks for being the first and for producing my best pictures. With admiration and respect.

Your friend,
E. P.

Hal Wallis' romantic musical, "Paradise, Hawaiian Style," starring Elvis Presley, has resumed production at Paramount's Hollywood Studios under the direction of Michael

Moore following the 65-member troupe's return from location filming in the Hawaiian Islands.

The company worked 17 shooting days on Maui, Kauai and Oahu, with Presley working 13 days, and the schedule calls for 20 additional days filming in Hollywood.

James Shigeta, Suzanna Leigh, Donna Butterworth, Marianna Hill, Julie Parish, Irene Tsu and Lijda Wong head the supporting cast.

Suzanna Leigh and Elvis Presley in a sentimental silhouette in "Paradise, Hawaiian Style." (Note the Hal Wallis film's new title).

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ED SULLIVAN Photo

Allen and Rossi Mix Music and Mania....

NEW YORK - Marty Allen (right) and Steve Rossi arrive at Kennedy Airport armed with lots of bottles of famed Memphis Artesian water as a gift from the Mayor of Memphis to Mayor Robert Wagner of New York. During their stay in New York they appeared on the Ed Sullivan TV show in which they demonstrated their musical and monkeyshine talents. The show was telecast nationally and will later be seen internationally.

Allen and Rossi are now in Hollywood preparing to start their first Paramount comedy (with songs by Steve Rossi), "The Last of the Secret Agents?"



THE FOUR
SEASONS

"BEACH BALL," Technicolor-Techniscope musical featuring some of the top U.S. recording stars, has been acquired by Paramount for national release this fall.

Five popular vocal teams - Supremes, Righteous Brothers, Four Seasons, Hondells and Walker Brothers - play major roles in the film, which stars Edd Byrnes, Chris Noel, Robert Logan, Brenda Benet and Aron Kincaid.



Elvis Sings Again in Hawaii

The Songs of Elvis

As an index to the wealth of music to be found in Hal Wallis' forthcoming Elvis Presley musical romance, here are the titles of the ten top songs in the picture --- all of them Elvis Presley numbers:

"Sand Castles," "This Is My Heaven," "Drums of the Islands," "Stop Where You Are," "Scratch My Back," "The House of Sand," "Queenie Wahine's Papaya," "A Dog's Life," "Datin'," and "Hawaii, U.S.A."

J U S T A B O U T
T H E L O T

SEEN AND HEARD AROUND THE STUDIO

Paramount's Western lot is one of the very few places in Hollywood where you can find horse hoof-marks and human footprints in the dust together.

This Studio is maintaining an atmosphere of wonderful and continuous excitement everywhere.

- Hal Pereira

Coming on the lot at 8 a.m., your reporter noted that Howard Koch's car was already there -- and in the public parking lot. It was still there at 6:30.....The top business section of the studio has been dignifiedly re-decorated. Its gallery of glamor is a 150-ft. corridor of framed photographs of the great stars in current and forthcoming Paramount pictures. The executive approach is now truly redolent of big business....There's much pleasure evident in the entire studio over Luigi Luraschi's appointment as executive production assistant to George Weltner.....It's always a pleasure to chat with Hal Pereira, the creative production designer who knows the past, present and (believes in the) future of the industry in general and Paramount in particular. Hasn't changed in appearance in several decades. Truly 'Timeless Hal.'

On the set of "The Oscar" we reminisced with Milton Berle about a certain Paramount golf tournament at the Winged Foot Golf Club in the early 1930's. Only difference about Berle is that he has grown younger and gotten some new jokes. He's a real glamor character in "The Oscar"....Australia's managing director Robert L. Graham had long chats with Cornel Wilde and Steve Boyd with the object of having them make Australian personal appearance tours with their pictures - Boyd with "The Oscar" and Wilde with "The Naked Prey." Both stars were favorably inclined.....Studio Security Officer George Mitchell, 27 years on the Paramount police force (and pictured on our cover) proclaimed the present climate in the studio "the best in a whole lot of years." Gave as his reason the fact that "everybody is so happy because they are so busy.".....Paramount Studio Club under the very

spirited presidency of Paul Porter is a very vital force in the studio, with a multiplicity of activities designed to interest just about everybody. Arrangements were made for a continuity of news to come to Paramount World, an innovation we expect to see in full swing by next month's issue.

When one sees Edith Head at work in her centre of design, and notes the cooperation she gets from everyone --- stars, executives and staff --- one no longer wonders why she has gotten so many 'Oscars.' And it is a stroke of real justice that she actually appears in an acting role in "The Oscar," in scenes with the glamorous Elke Sommer.

Freewheeling around the lot, we happened in on some of the tests for the upcoming Seven Arts drama, "This Property Is Condemned." This picture is going to be a solid and wonderful drama - one of the true highspots of 1966. Another Paramount nugget!

From an office window we noted more and more cars from out of town, as well as buses, making the Marathon Street detour to give their occupants a glimpse of the Paramount plant. Seems as though more news about forthcoming pictures, as well as those in production, tastefully presented on the main building would secure extensive exposure.

We heard somebody say as they came out of Howard Koch's office, "Those two minutes were the longest I have ever seen him sit still."

Associate studio head Bernard Donnenfeld put the matter very succinctly when he stated that today, more than at any other time within his recollection, Paramount in all of its ramifications is truly "One World With One Purpose Working In Harmony."

Paramount has been 52 years in Hollywood. Its studio has a wonderful personnel, is truly a tradition - verily Paramount.

The Editor's thanks

....to Rose Goldstein, and her three splendid assistants - Tom McKay, Jean Lewis and Pat Moore - and to Peggy Wheeler, Terry Woolley and Ann del Valle, of publicity, for their helpfulness during his studio visit in behalf of the current issue of Paramount World.

REMEMBER THIS DATE

Next Month

SATURDAY, SEPT. 18, 1965

Paramount Studio Club Outing

at

DISNEYLAND

FUN FOR THE FAMILY AND FRIENDS

10 A.M. TILL MIDNIGHT

PRIZES - SOUVENIRS

NEWS LETTER LATER

FILM EVENTS IN BRITAIN



LONDON AIRPORT - Suzanna Leigh was so good in Hal Wallis' production of "Boeing Boeing" that the producer awarded her a seven-year contract and cast her as Elvis Presley's leading woman in "Hawaiian Paradise." Here she is getting a happy send-off to Honolulu from Paramount public relations director Jack Upfold, centre, and Harold Syer, the company's traffic manager.



LONDON - Another interesting studio visit took place at Twickenham, where top trade paper representatives met stars and saw production on "Alfie," which is being made for Paramount release by producer-director Lewis Gilbert. Shown l to r: Bill Pay, Motion Picture Herald; Michael Caine, starring in the title role; Jock MacGregor, Motion Picture Exhibitor; Lewis Gilbert; C.H.B.-Williamson, editor of The Daily Cinema.

OBITUARY

LONDON - One of the best known and one of the most long serving employees of Paramount in this country, Francis William Ansell, 66, the company's London Despatch Manager, died suddenly on September 1st.

"Jimmy" Ansell, as he was affectionately known to friends and colleagues, entered Paramount's employ at age 20 on April 19th, 1920, as a junior despatch clerk after demobilization from World War I Forces.

In recognition of several years of good, conscientious service, he was promoted to Assistant London Despatch manager, and subsequently became London Despatch Manager.

LIVERPOOL - Miss Nellie Nisbet, who retired in 1952 after 36 years with the Liverpool branch, has died in hospital here. Formerly head booking clerk at the branch, Miss Nisbet was one of the original members of the Paramount 25-Years Club. Her brother, Harry D. Nisbet, was manager of the Liverpool branch until his retirement in 1956.



LONDON - Important visitors from New York and Hollywood on one of the interior sets of the Joseph E. Levine production (and Paramount release) "The Sands of Kalahari." From left: Stanley Baker, co-star of the film; George Weltner, president of Paramount Pictures Corp.; Howard W. Koch, vice-president and studio and production head; Cy Endfield, director of the picture.



LONDON - Julia Foster, a leading player in Paramount's "Alfie," and Lionel Morton, leader of the famous Four Pennies beat group, at the press reception when their engagement was announced.

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RIGHT

LONDON - One of the advertising reasons why "The Amorous Adventures of Moll Flanders" has had such a revenue success at the Plaza Theatre.

4TH. GREAT WEEK! of 'X-TEST GIRL IN TOWN'

CECIL WILSON, DAILY MAIL

'WHAM!'

LEONARD MOSLEY, DAILY EXPRESS

'I WOULD RECOMMEND 'MOLL' WHOLEHEARTEDLY TO ANYONE IN SEARCH OF A GUSTY, LUSTY HELPING OF BRACING BAWDY FUN'

MICHAEL THORNTON, SUNDAY EXPRESS

'An able and amiable piece of film-making'

PHILIP OAKES, SUN. TELEGRAPH

'CHEERFULLY SAUCY SAGA'

WESTON TAYLOR, NEWS OF THE WORLD

'Kim Novak is an excellent heroine, looking not only curvy and lovely but showing she can act with great skill'

JACK LEWIS, SUNDAY CITIZEN

'A SIZZLER... UPROARIOUS BAWDY GOOD-HUMOURED LARK'

ERNEST BETTS, THE PEOPLE

KIM NOVAK
RICHARD JOHNSON
ANGELA LANSDOWN
VITTORIO DE SICA
LEO McKERN
GEORGE SANDERS
AND LILLI PALMER AS 'DUTCHY'

THE AMOROUS ADVENTURES OF MOLL FLANDERS
TECHNICOLOR
PARAVISION

with Guest Stars: HUGH GRIFFITH, DANIEL MASSEY, MARCEL HELLMAN, TERENCE YOUNG
DIRECTED BY CY ENDFIELD

PLAZA NOW! Progs. 1.0, 3.22, 5.45, 8.15. Late show Sat. 11 p.m. Suns. 5.0, 7.40
PICCADILLY CIRCUS



SANTIAGO, Chile - One of the many fine art displays for "The Fall of The Roman Empire" at the Gran Palace Theatre here. Note that cast at left is headed by Stephen Boyd, who is co-star of Paramount's recently completed release - "The Oscar," a Joseph E. Levine production.



MADRID - So magnificent a display for "Seven Days In May" at the Rialto Theatre could not help but bring out the queues of eager patrons.

PANAMA - Showmanship truck for "Circus World" pauses in its peregrinations high above the Central American metropolis.



EM PRIMEIRA MÃO MARAVILHOSAS NOTÍCIAS SÔBRE O NÔVO PROGRAMA DA PARAMOUNT

Este número do Paramount World é amplamente devotado ao nôvo programa da Paramount que está destinado a dar a nossa Companhia uma bem mais firme liderança da indústria cinematográfica, em 1966, e nos anos seguintes. Muitas das informações espalhadas através das páginas desta edição, resultam da visita feita aos Estúdios de Hollywood, pelo nosso redator chefe, pouco antes de encerrarmos este número.

A respeito dessa visita, é preciso que se diga que não há memória de ter existido nos Estúdios, em muitos e muitos anos, um tal espírito de cooperação como reina hoje, sob a direção do vice-presidente Howard W. Koch. Nosso redator chefe já fez anteriormente várias visitas aos Estúdios, mas nunca antes teve a oportunidade de constatar um tão concentrado esforço a favor de um programa e do homem que dirige o Estúdio.

Em trabalhos de filmagem, ou em trechos isolados mostrando as cenas fotografadas nos dias anteriores, acham-se nos Estúdios, atualmente, as seguintes produções "The Oscar", "Seconds" e "Nevada Smith". Todas elas são do mais elevado nível artístico, dispendo de valiosos elencos e destinados a agradar a qualquer tipo de público.

Clichês desses filmes aparecem em outras páginas desta edição. Nos Estúdios encontra-se também em preparo a produção intitulada "This Property Is Condemned".

A visita feita aos Estúdios demonstrou também o fato de que nunca antes os dirigentes da Paramount estiveram tão interessados no mercado mundial, a ponto de não mais produzirem filmes visando um ou dois países, e sim para agradar as platéias de todos os países do mundo de hoje. Outra agradável constatação feita nesta visita, foi a de que os exemplares do Paramount World foram encontrados em todas as seções visitadas, informando seus possuidores a ansiedade com que habitualmente aguardam a chegada de cada edição.

Esta coluna sai hoje arbitrariamente reduzida, a fim de que sobre mais espaço para acomodar nesta edição as vitais informações referentes aos nossos novos filmes.

UN SOMERO EXAMEN DE LA MARAVILLOSA PROXIMA PRODUCCION DE PARAMOUNT

Este número del Paramount World ha sido destinado principalmente a la nueva producción Paramount, cuyo propósito es el de imprimir a Paramount un mayor impulso aún en la dirección de la Industria Cinematográfica de 1966 y años posteriores. Gran parte de la información contenida en la presente edición es resultado de la visita a los Estudios de Hollywood efectuada por el editor anticipadamente a

Records Toppled



BOGOTA, Colombia - Jerry Lewis' "The Disorderly Orderly" has been playing havoc with the towering records of the Cine Opera here, and no one is happier than Paramount manager Victor Cortes. The comedy shattered the records established by "Becket" and "The Carpetbaggers." It shattered the records of all previous Lewis comedies. It broke weekly attendance records. In the 750-seat house it played to 22,600 persons in 10 days, by all odds a local record - and of course the fame of such success is radiating throughout all of Colombia.

la preparación de la misma.

En este aspecto debe hacerse constatar que no se recuerda haya existido en los Estudios un mejor espíritu de cooperación, como se observa actualmente bajo la dirección del Vicepresidente Howard W. Koch. El observador de Vdes. ha girado muchas visitas a los Estudios durante los pasados años, pero jamás vio una labor tan bien aunada en aras tanto de la producción como del hombre que los dirige.

Se presenció en producción y en la pantalla en forma de "rushes" la filmación del día anterior de "The Oscar", "Seconds" y "Nevada Smith". Todas estas películas son de primerísima calidad, preparadas para gustar a todo el mundo y con "estrellas" de la mayor magnitud. En otra página hallarán notas gráficas de ello. También se visionaron pruebas anticipadas de la producción "This Property Is Condemned".

La visita a los Estudios produjo también innumerables demostraciones de que en ninguna ocasión anterior las fuerzas de los Estudios están tan interesadas en el mercado mundial y de que se están realizando películas que no son solamente para un país sino para el público de casi todos los países del mundo actual. Otra prueba de este importante elemento fue el hecho de que el Paramount World está a la vista en todas las oficinas visitadas, en las que se espera ávidamente cada nuevo número.

Hemos efectuado la columna de su nación arbitrariamente corta en la presente edición a fin de dejar espacio para la vital información acerca de la nueva producción.


WORLD INTEREST IN THE SPY

WHO CAME
IN FROM
THE COLD

CONTINUES AT
FEVER PITCH

#1 SPY THRILLER!
4 million copies
in all editions

**THE SPY
WHO CAME
IN FROM
THE COLD**
by JOHN LE CARRÉ



Soon to be major
Paramount Picture
starring Richard Burton
A DELL BOOK • 75¢

One of a host of advertisements appearing throughout the United States press these days in advance of the finest spy film of them all — "The Spy Who Came In From The Cold."



Hot News About "The Spy Who Came In From The Cold"

LONDON - With editing of his world-anticipated production virtually completed, producer-director Martin Ritt was invited by Paramount to meet the British film press and reveal some fascinating facets of putting "the greatest spy story of them all" on film. Here, second from left, he is with Russell W. Hadley, Jr., Paramount managing director; editor W. Altria of Kine Weekly and Bill Pay of Motion Picture Herald.



In this glimpse (with London's Hilton Hotel in the background), are - Jock MacGregor of Motion Picture Exhibitor, Martin Ritt, Paramount's advertising and publicity director Jack Upfold and Dick Richards of Variety.

Here on location in the mountains of Germany, co-star Richard Burton and producer-director Martin Ritt reveal that so far as filming conditions were concerned, the "Cold" was no figment of the imagination.



A FILM THAT MADE ITS OWN PRECEDENTS

WINNING THE BATTLE IN PARIS

A REPORT FROM
LUIGI LURASCHI
AT THE FRONT.



Studio and production head Howard W. Koch, at right, with Rene Clement, director of "Is Paris Burning?", on the film's location in Paris recently. In centre is Luigi Luraschi, executive assistant to president George Weltner on production.

A Chain of Cables In Solid Proof...

KOCH TO WELTNER

(From Paris) HAVE JUST LEFT SCREENING ROOM AFTER SEEING THREE HOURS OF THE MOST WONDERFUL FILM. SAW HISTORY REPEATING ITSELF IN THE STREETS OF PARIS.

LURASCHI TO WELTNER

LAST NIGHT'S RUSHES GAVE OVERWHELMING EVIDENCE OF INTENSITY AND POWER BEING ACHIEVED BY PRODUCER GRAETZ, DIRECTOR CLEMENT AND ALL CONCERNED. SHOWING INCLUDED EXPLOSION AT GRAND PALAIS AND PLACE DE LA CONCORDE WITH RAMMING OF TANKS.....

LURASCHI TO WELTNER

TODAY WE COMPLETE OUR FIFTH WEEK OF SHOOTING IN THE PARIS STREETS. RESULTS SO FAR ARE AMAZING AND COULD NEVER HAVE BEEN ACHIEVED WITHOUT THE UNSTINTING COOPERATION OF THE ARMY AND THE POLICE. NEVER BEFORE IN MOTION PICTURE HISTORY HAS ANYONE TIED UP THE MAJOR ARTERIES AND SQUARES OF ONE OF THE WORLD'S MOST IMPORTANT CAPITALS FOR THE MAKING OF A MOTION PICTURE FOR SO LONG AND WE STILL HAVE A COUPLE OF WEEKS TO GO....OUR FOOTAGE IS SO REALISTIC AND SO ACCURATELY REFLECTS THE EVENTS OF TWENTY YEARS AGO THAT SOMETIMES DURING SHOOTING IT IS DIFFICULT TO SEPARATE PAST FROM PRESENT.....

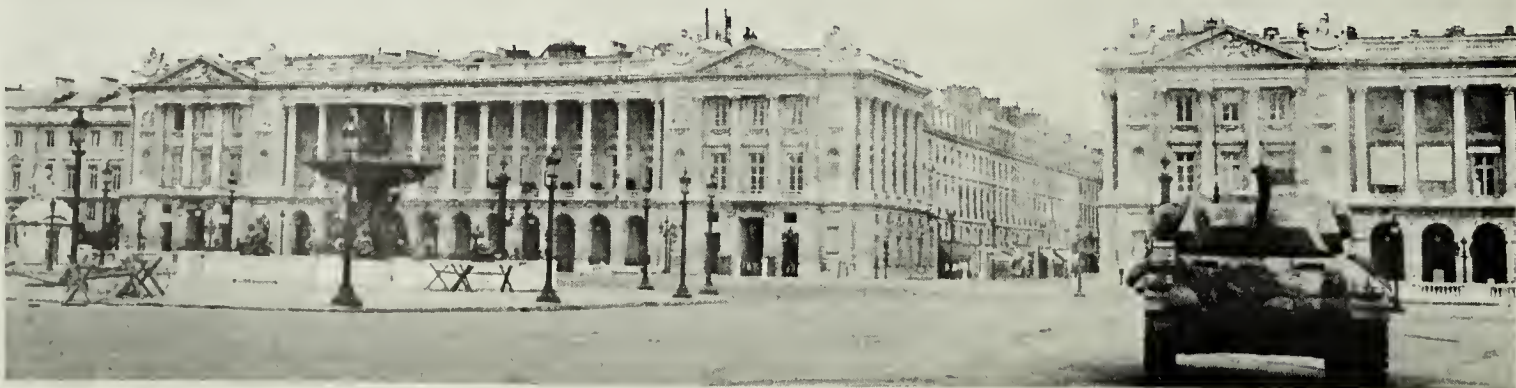
Making a motion picture amid the turmoil of life in any major city is always a problem in these hectic times, and so we at Paramount and Producer Paul Graetz had every reason to believe this would be one of our biggest problems in the filming of our Transcontinental-Marianne production, "Is Paris Burning?" based on the international best-seller by Larry Collins and Dominique Lapierre.

The film could be made nowhere but in the streets and historic places of the City of Light if it was to honestly reflect the epic story of the liberation of Paris from Nazi rule in 1944 which has caught the imagination of the whole world in the brief period since the book was published and has become a best-seller. What began as the normal procedure of obtaining permissions to film in the streets of a busy city, and inconvenience the life of the city as little as possible, quickly snowballed into an unexpected easing of what had been predicted as a major problem. Not only was co-operation forthcoming, but it soon became clear that such co-operation was to be granted without limitation by officials at every level and at every desk of the Government and, even more extraordinary, was to be volunteered to an unprecedented degree, by every worker and passerby right down the line.

The reason, it became obvious, is that "Is Paris Burning?" is not just another film to the people of Paris; it is their story, their shining hour of history, and the fact that it is to be perpetuated for generations to come in an authentic and large-scale film with a cast of eighteen top International stars, under the guidance of a brilliant director, Rene Clement, is something that instills them with pride and great pleasure. For that reason, short of difficulty in gaining co-operation, it became clear that the citizenry, like the officials, would do everything in their power to bestow maximum co-operation. The inconvenience the film company was causing by recreating the stirring events of the 1944 liberation in the actual places where they took place were as nothing compared to the delight the population took in participating in the re-creation.

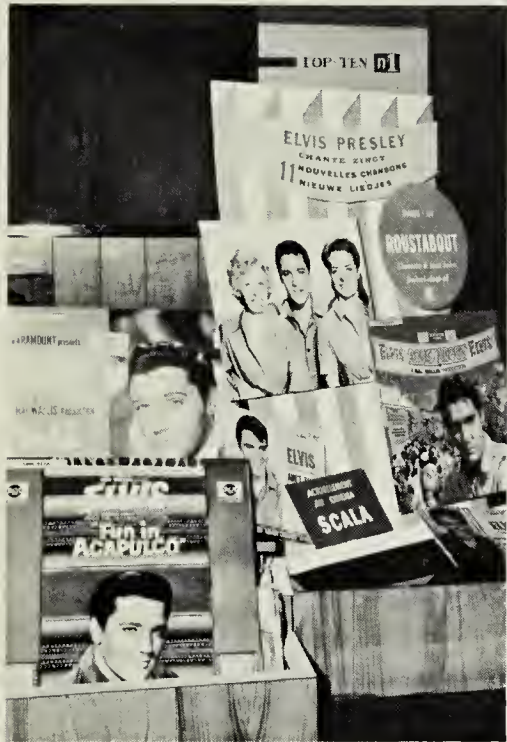
The participation took two forms. During the summer period, taking advantage of the fact a large part of the city's population goes on its annual vacation, we photographed all of the exterior scenes that take place at such famous Parisian landmarks as the Place De La Concorde, Jardins Du Luxembourg, Les Invalides, The Eiffel Tower, The Arc De Triomphe, along the bridges crossing the Seine, Notre-Dame of Paris, and on the great avenues including The Champs-Elysees itself. But the fact that it was summer meant that these are the very places where crowds of tourists -- American, French, in fact from all over the world -- gather in largest numbers. So that on the one hand you had the actual co-operation of officials and workers who had to see to it

(Continued on Page 37)



This vista of Place de la Concorde, normally one of the busiest areas in the entire world, is silent, solid proof of the massive cooperation extended by the French Government.

CINEMA NEWS FROM EUROPE



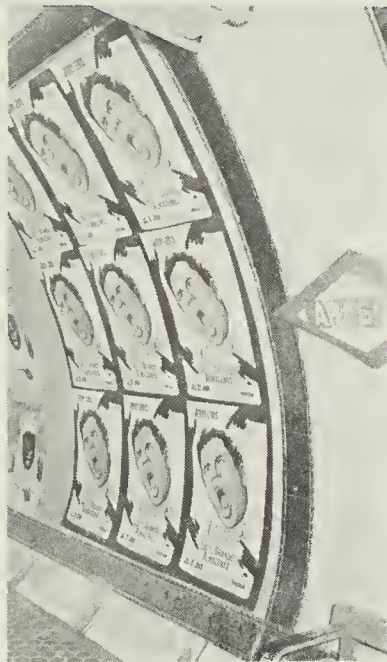
BRUSSELS - Advent of Elvis Presley's "Roustabout" at the Scala Theatre caused local record shops to also focus attention on earlier Presley albums.



VIENNA - Not alone the theatres themselves, but the buffets of the three first-run cinemas showing "The Carpetbaggers" went solidly for the world-renowned 'chandelier' routine.

The display at right outside Athen's fine Athineon Theatre was captioned by top international showman Savas Pylarinos: THE YEAR OF MASTERPIECES.

All of the films depicted are Paramount Pictures.



BARCELONA - Subway teaser advertising for the Jerry Lewis comedy, "Who's Minding the Store?"



STOCKHOLM - The face of Carroll Baker and the name of Jean Harlow certainly became extremely well known as the showing of "Harlow" gave this city the most solid posterage it has known in many a long month.

SUPER SHOWMANSHIP



VALENCIA - Impressive front of Spain's lovely Marti Cinema with a powerful display for Jerry Lewis' "The Disorderly Orderly."



TEL AVIV, Israel - A big factor in the enormously successful 13-weeks engagement of "Becket" in the Allenby Theatre here was this window display in the theatre's front.



VIENNA - Three phases of an Elvis Presley contest promoted in connection with the local release of the Hal Wallis production, "Roustabout."

At top is the night club, lavishly decorated with Presley, RCA and "Roustabout" material. Centre picture is of the jury in the midst of judging. From left to right they are: Mr. Bauer, Austrian Radio; Band leader Willy Fantl; film director Franz Antel; Herbert Weiss, chief editor of jazz magazine Podium; one member of "Lucky Stars" singing duo. With backs to camera - Peter Hajdu, world famous accordionist; Franz Hitzberger, reporter from Neues Osterreich.

In the scene immediately above, AFEX publicity manager Hans Menasse congratulates the winner, Peter Rapp.

ATHENS - Magnificent manifestation of showmanship on Paramount's behalf by ace showman Savas Pylarinos. Display is on his superb Athineon Theatre, measures 50 feet by 10 feet and includes all of the Paramount product known to Mr. Pylarinos for the season 1965-66.

NEWS FROM THE BRANCHES



JOHN WAYNE X'd out the number 165 when he completed work in "The Sons of Katie Elder." The mighty Hal Wallis production which is shattering records across the nation marked the 165th motion picture in which the rugged John stars.



DONNA BUTTERWORTH, who had an important role and scored heavily in the Jerry Lewis comedy, "The Family Jewels," was cast by Hal Wallis for an important role in the Elvis Presley comedy with music, "Hawaiian Paradise."

The reason a dog is known as man's best friend is probably because he gives no advice, never tries to borrow money, and has no in-laws.

JACKSONVILLE

"Harlow" opened throughout Florida August 12, and we are looking forward to some good grosses on this.

Mr. Boasterg visited our office and we greeted his arrival with enthusiasm. Mr. DeBerry will also be here and we are looking forward to seeing him again.

Cecilia Weeks' son was a June graduate from Oklahoma University, and was married June 12th. Needless to say, it was a beehive of activity for Cecilia with all the parties. She had exciting news to tell us each morning. The newlyweds are making their home in Connecticut.

"Boeing-Boeing" has created quite a buzz, as we girls listened to the comments of our Jacksonville men, after the stills were passed throughout the office. We will listen further, as we know this will be interesting.

- Fay Weaver

NEW ORLEANS

With the opening of so many new theatres in the New Orleans territory, we are confident that show business continues on the upgrade.

Edgar Shinn just consummated a deal with Max Connett for his circuit of theatres for over 300 features: also A-25 short subjects. This will keep Clayton Casbergue, his booker, a mighty busy little man trying to squeeze as many dates in as he possibly can for the drive period.

"The Sons Of Katie Elder" opened its run city wide on August 12 with fantastic grosses. The results on this picture are also excellent in the key towns where it opened last week.

With all of the good product we have to offer these days, it's a pleasure to see our exhibitors come into the office and book them right down the line.

Eddie Richards and Milton Aufdemorte are spending one week of their vacations taking it easy at home.

Yours truly is glad to be back on the job after recuperating from my gall bladder operation.

You will hear from New Orleans next month. Until then.....

- Frances Griffen

WASHINGTON, D.C.

Pete Badessa, shipper, with his wife and daughter, left for a trip to the West Coast and Hawaii by jet. On their return trip they will stop over in Rochester, N.Y. to visit with Mrs. Badessa's relatives.

Herman Posey, head shipper, recently returned from a vacation trip during which he visited the southern part of Virginia.

Agnes Turner, cashier, is very busy these days getting ready to move into a new apartment from a house in which she had lived with her family for many years. Right now, she is trying to decide what to keep and what not to keep.

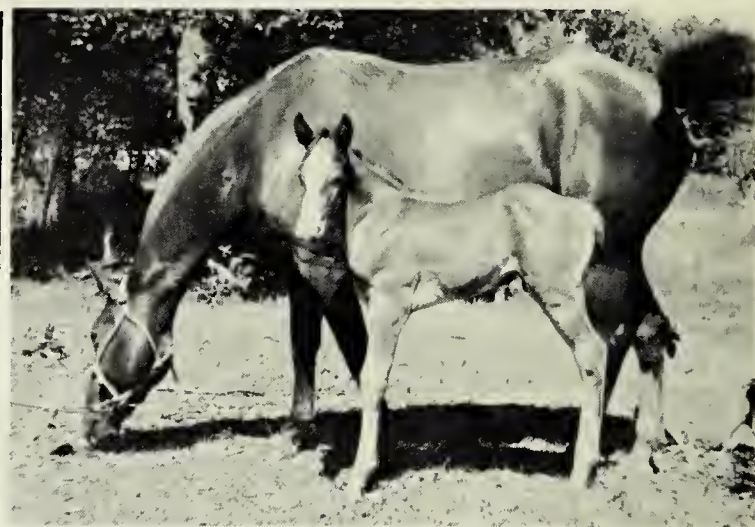
We are happy to say that "The Sons of Katie Elder" got off to excellent grossing starts in the Baltimore first runs and Washington sub-runs.

We were recently visited by Mr. and Mrs. Marty Schank and Mr. Herbert Gillis. It is always a delight to see them.

- Bill Fischer

NEW YORK

When there is news from the New York Branch it's BIG-BIG news, and "The Sons Of Katie Elder" is the BIG-BIG news in August. Opening in 115 situations on August 25th (22 RKO houses plus day and dates) with "Revenge Of The



MINNEAPOLIS

If the thought of approaching autumn depresses you, I think it can be circumvented by a glance at a "springtime fresh" picture appearing elsewhere on this page. This spunky little colt had his first squint at the rising sun on July 18. Booker Ann Krekelberg, who is the proud owner of the proud mother, advises that one set of tracks leading into the chosen maternity area and two sets leading out gave them the first announcement of the new arrival. The "pacing" was done by a stallion that Ann won a couple of years ago selling advertising space for the Quarterhorse Digest.

Vacationing is Birger Ronning in Mackinac, Michigan. Hmph! Why Michigan? See Minnesota first, Birger.

"The Sons Of Katie Elder" is now playing first run in Minneapolis and in her "little sister" city, St. Paul, and proving that our advance opinions were correct. We're predicting another "Shane." Branch Manager Forrie Myers is in the middle of an annual skirmish with the competition to break our summer releases in the sub runs before the summer season ends. At this writing he's ahead.

- Bonnie Lynch

Protocol

HONOLULU - With only a shred of it possible, British formality was preserved by Suzanna Leigh, the streamlined blonde from London's Mayfair set (and from Hal Wallis' "Boeing Boeing") in her first scene opposite Elvis Presley in Hal Wallis' "Hawaiian Paradise."

It was a love scene, and nobody realized the parties hadn't been introduced. When director Michael Moore finished his instructions and stepped behind the camera, "Oh, by the way, I'm Suzanna Leigh," the lady drawled. "How do you do? I'm Elvis Presley," the always polite one replied, and they shook hands as the company howled. A minute later he had her in his arms.

* The Hollywood Reporter

Gladiators", KATIE "wowed-em." The RKO circuit on Thursday, the second day, outgrossed the opening day. All of the day and dates, including Drive-Ins, are doing sensational business.

Our "Family Jewels/Seven Slaves Against The World" break August 11-17 also proved to be sensational. JEWELS surpassed the box office performance of both "Disorderly Orderly" and "The Patsy." We now all look forward to September 8-our "Harlow" break - and continued box office success.

On the social side we have had two additions to the matrimonial set. Lois Levin, Mr. Sattler's

(Continued on Page 38)

INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA

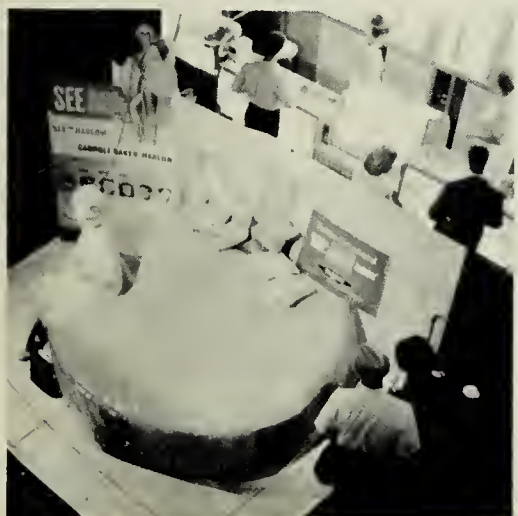


DALLAS, Texas - Fake bandit "Blackie" McNamara tried to prevent the opening of "The Sons of Katie Elder" in this city by 'stealing' the print. The following passengers were obliged to leave the stagecoach: 1. tor. unidentified actor hired for the event; Paramount branch manager Bernard Brager; Marie Powers, Parade Pictures; Linda Elliott and Sharon Guernsey, Paramount; and the unidentified stagecoach owner.

However, all ended well. The 'bandit' was apprehended and Hal Wallis' "The Sons of Katie Elder" had a most successful opening at the Majestic.

- Linda Elliott

PITTSBURGH, Pa. - Stanley Warner's Budd Schulberg caused a 'Harlow' bed to be set up in the lobby of the Stanley Theatre for two weeks in advance of the opening of "Harlow," and it goes without further comment that the stunt created plenty of profit-making chin-wagging. And since it was a circular bed, the word really got around.



NEW YORK - Tony Curtis and his actress-wife Christine Kaufmann sail for London aboard the S.S. France on August 5th. With them is their daughter with the lovely name of Alexandra. Tony is now at work in the Seven Arts production (for Paramount release), "My Last Duchess." This is a murder mystery comedy stemming from the infamous career of a handsome young rogue and the "accidents" he causes to happen to a succession of rich women in his life.

RIGHT

BEVERLY HILLS, California -- Six of the eight wonderful windows which the renowned Haggerty's store here devoted to "Harlow" gowns. Local ad.-pub. manager Henry Ehrlich engineered the display, which designer Edith Head approved. Haggerty's also used gowns in their Pasadena and Anaheim stores.



TORONTO, Canada - On his national visit to all Canadian branches, Ernest Sands, 5th from right, back row, meets with the Toronto staff. The assistant general sales manager of Paramount Film Distributing Corp. was surveying all key markets and distribution centres.

Shown 1. to r., seated - Edna Gordon, chief booker; Terry Gordon, secretary; Denis Valade, billing clerk; Jean Uttley, ledger clerk; Eileen O'Connor, secretary; Clara Roger, ledger clerk; Helena Leikeim, secretary. (Back Row) - Leo J. Haag, assistant secretary-treasurer; Morgan French, booking clerk; Robert Lightstone, Toronto branch manager; Peter Birney, 16mm booker; Win Barron, director of public relations-advertising; Ernest Sands; Bob Shields, 35mm booker; M.M. Stevenson, Canadian general manager; A. L. Copas, secretary-treasurer; Ambrose Theurer, short subject booker.



TORONTO - Ernest Sands (r.) also got a good indoctrination in Canadian geography and topography from general manager Mickey Stevenson while he was here. Stevenson here points out the immense area over which he and his sales and distribution staff operate. With only around twenty million people, "M.M." reminds Sands that his own country could be laid over Canada leaving British Columbia and all of the vast North West Territory uncovered. Mr. Sands later was even more impressed as he covered the immensity of Canada.



BULLSEYE SHOTS OF FORTY-THREE PARAMOUNT PRODUCTIONS



FRENCH AND GERMAN TANKS DUEL IN THE PLACE DE LA CON- CORDE IN "IS PARIS BURNING?"

....and the towering power of this epochal production caused Luigi Luraschi, executive assistant to President George Weltner, who has been an eye-witness in Paris since filming commenced, to cable the head of Paramount as follows:

..TODAY WE COMPLETE OUR FIFTH WEEK OF SHOOTING IN THE PARIS STREETS. THE RESULTS SEEN SO FAR ON THE SCREEN ARE AMAZING AND COULD NEVER HAVE BEEN ACHIEVED WITHOUT THE UNSTINTING COOPERATIONS OF THE ARMY AND THE POLICE. NEVER BEFORE IN MOTION PICTURE HISTORY HAS ANYONE TIED UP THE MAJOR ARTERIES AND SQUARES OF ONE OF THE WORLD'S MOST IMPORTANT CAPITALS FOR THE MAKING OF A MOTION PICTURE FOR SO LONG, AND WE STILL HAVE A COUPLE OF WEEKS TO GO. THAT WE HAVE BEEN SO SUCCESSFUL THUS FAR IS DUE NOT ONLY TO THE COOPERATION OF THE AUTHORITIES BUT ALSO TO THAT OF THE CITIZENS OF PARIS THEMSELVES WHO HAVE SHOWN EXTREME PATIENCE AND DESIRE TO HELP US FILM THIS GREAT EMOTIONAL HISTORICAL MOMENT IN THEIR HISTORY, THE LIBERATION OF THEIR CITY FROM ENEMY OCCUPATION. CONSEQUENTLY OUR FOOTAGE IS SO REALISTIC AND SO ACCURATELY REFLECTS THE EVENTS OF TWENTY YEARS AGO THAT SOMETIMES DURING OUR SHOOTING IT IS DIFFICULT TO SEPARATE PAST FROM PRESENT. THE CITY AND ITS BEAUTIFUL LANDMARKS HAVE BEEN FULLY COVERED, FURNISHING THE BACKDROPS FOR ALL OF OUR SCENES. I FRANKLY DON'T THINK THIS WILL EVER BE POSSIBLE AGAIN AND OUR PICTURE WILL ESTABLISH A UNIQUE MILESTONE IN THE ANNALS OF MOTION PICTURE MAKING. FULL CREDIT MUST BE GIVEN TO PAUL GRAETZ FOR HIS ABILITY TO OBTAIN OFFICIAL CO-OPERATION AND TO RENE CLEMENT AND HIS WONDERFUL CREW FOR THEIR HERCULEAN EFFORTS, ARISING DAY AFTER DAY AT TWO-THIRTY A.M. TO BE READY TO SHOOT AT THE MOST PROPITIOUS HOURS. I DOUBT WHETHER ANYONE BUT A FRENCH DIRECTOR AND CREW WOULD HAVE BEEN CAPABLE OF SUCH SACRIFICES SINCE FOR THEM IT REPRESENTS MORE THAN JUST A PICTURE, BUT A RE-ENACTMENT FROM THE MEMBERS IN THE GOVERNMENT DOWN TO THE HUMBLEST STAGE HAND, OF A PORTION OF THEIR LIVES. THESE FEELINGS SO RARE TO CAPTURE ON THE SCREEN ASSURE "IS PARIS BURNING?" A FLAVOUR AND SCOPE WHICH WILL MAKE IT AN OUTSTANDING MOTION PICTURE. AS YOU KNOW, I AM NOT GENERALLY GIVEN TO AN EXTRAVAGANT USE OF SUPERLATIVES BUT IN THIS INSTANCE I MUST MAKE A WELL MERITED EXCEPTION.

- LUIGI LURASCHI



This is Michael Caine in the title role of "Alfie," Paramount comedy filmed in London. But whose are the feet nestling beside this amiable 'heel'? 'Pon my soul I do not know!

BELOW

Director John Frankenheimer, at left, and star Rock Hudson, have made of "Seconds," a human-interest drama of such emotional power that new words will have to be created to do it justice.



Warren Beatty and Rock Hudson have made of "Seconds," a human-interest drama of such emotional power that new words will have to be created to do it justice.



COMING DUNT CTIONS



etty and Leslie Caron
nestic comedy con-
everyone - young,
ween - will love.
Promise Her Any-
delivers just that.'



NEVADA SMITH

Stalled in his quest for vengeance by the ruthless desert, "Nevada Smith" (Steve McQueen) digs up a rusted relic of a man who had been even more unlucky.



Some of the loveliest of the many spectacular locations in Hal Wallis' production of "Hawaiian Paradise" were filmed on location at the Polynesian Cultural Center outside Honolulu. Here are two such scenes from the picture, with star Elvis Presley, and Irene Tau playing the important part of 'Pua.'

LEFT

In the hilarious Seven Arts production of "Oh Dad, Poor Dad, Mamma's Hung You In the Closet And I'm Feelin' So Sad," one of the most uproarious episodes is that in which the bearded and wolfish Hugh Griffith aims to prove to the sometimes-receptive-sometimes-not Rosalind Russell that there's life (and love) in the 'old dog' yet.



Anne Bancroft and Sidney Poitier, co-starring in "The Slender Thread," bring a new degree of nerve-searing suspense to the screen.



Stephen Boyd, as the ambitious 'Frankie Fane' has several beauties to help him along the thorny pathway to "The Oscar." Here are two of them - Jill St. John at left, and the fiery Jean Hale (as a spotlight lover). Others in the cast of the Joseph E. Levine production for Paramount release are: Elke Sommer, Milton Berle, Ernest Borgnine, Tony Bennett, Joseph Cotten, Eleanor Parker, Edie Adams and Broderick Crawford.

HOME OFFICE NEWS ITEMS

A happy item of news that caused ripples of joy around Home Office was the announcement that Linda Salzberger and Milton are to be married at the end of October. We shall have more news of the happy event in due course, but for the time being, the principal exclamations heard are "Wonderful!", "Best News I've Heard in Ages!" and "That's a Perfectly Lovely Match." Linda will be leaving her post as head of the stills dept. on September 27th. Mr. Kirshenberg will naturally continue as the internationally popular Treasurer of Paramount International.

Europe is certainly the popular vacation spot these days. Warren Harris is back from a 3-week jaunt through Spain, Portugal and England. Diana Webb and her husband returned from a 3-week vacation in England where they visited friends and relatives. Theresa Quealy is presently on a 3-week jaunt through Eire, England, France, Italy and Spain.

Alex Kiralfy's actress daughter (who has played leads in "Berkeley Square" and other renowned plays), found herself cast as a Scarsdale, N.Y. housewife in the Rock Hudson Paramount release, "Seconds." We shall await the completed picture with even greater interest.

Bob McKeown reports that the Bowling Club got under way September 7th. We hope to have a regular budget of scores in this column. Six teams are listed, as follows: #1 Tony Curtis, #2 John Wayne, #3 Steve McQueen, #4 Elvis Presley, #5 Rock Hudson, #6 Allen & Rossi. Team members and their approximate averages also were listed in Bob's initial bulletin.

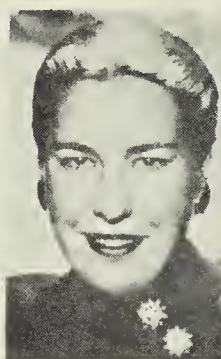
James Dinnigan has made the vital step from the 11th floor information desk to a permanent desk of his own in Larry Flynn's department. Best of luck, Jim. Many guys have springboarded to success under Larry's skilled guidance.

Steve Schiffman and his wife announce that twin daughters, Randy Sue and Beth Ann, were born August 11 at Long Island Jewish Hospital. Steve is a publicist in Warren Harris' office.

Wedding news. Sandi Sperling, secretary to Bernard Serlin, was married to Marc Parris, attorney, on August 15 at Temple Adath Israel, Bronx, NY. The

couple honeymooned at Saratoga, NY.... Carmen Ramirez, secretary to Paramount attorney Norman Flicker, became Mrs. Walter Figueroa on August 14 at St. Joan of Arc Church, Bronx, NY. Couple honeymooned in Puerto Rico.

More Honors for Sigrid



SIGRID PEDERSEN

Sigrid Pedersen, one of the top legal aides to Leonard Kaufman, Chief Counsel of Paramount, is a very busy young lady. First, she is newly elected to the post of chairman of the Title Committee of the Motion Picture Association of America. She is also the newly-appointed vice-chairman of the American Bar Association Committee on Revision of the U.S. Copyright Law. And come October 23rd. next, she is scheduled to lecture on Literary Property at the Practising Law Institute.

In our issue of June, 1964, we reported a Washington despatch of May 25th, as follows: "The United States Supreme Court today admitted to practice a number of New York lawyers." One of these was Sigrid Pedersen.

Bowling prowess seems to be a 'natural' in the Guilfoyle family. Bob and Vera's daughter Joan, fifteen, too young to belong to a league, plays on her own. Nevertheless, she took the City Junior Championship, the Queens County Championship, and two other trophies. Her high game - 244; high points - 185 to 187.

The ever-present deep concern for the medical and emotional well-being of Paramount personnel continuously exemplified by the Company's Medical Director, Dr. Leon J. Warshaw, finds fine expression in the July-August issue of Consultant, the publication of Smith Kline & French Laboratories. His paper is entitled "Clues To Illness from the Patient's Occupation," and is another pungent and vital delving into the area of the true and often overlooked causes of employee illness.

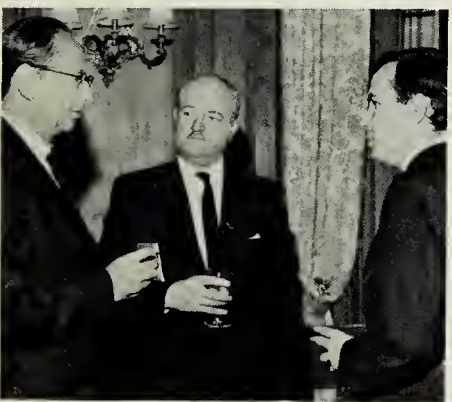
It is good to be able to report that Charlie Hickey continues to make fine progress in his Southold (Long Island) home, and should be back on the job soon. His mail continues to be bulky and he is deeply grateful to his well-wishing correspondents.

A warm welcome to Emma Sattler, who has joined Paramount International as secretary to Guenter Schack, director of advertising and publicity.

Paramount International's Louis Fernandez and his wife Encarnación celebrated their 50th Wedding Anniversary on August 28th. A gay party of their children, grandchildren and friends marked the Golden occasion. Now for that Diamond Anniversary, Louis — just a decade away!



PARIS - "Is Paris Burning?" co-star Orson Welles, at left, and Luigi Luraschi, executive production assistant to president George Weltner, on one of the sets of the mighty production.



LONDON - Robert Bloch, who authored "Psycho" and the current "Schizoid" (in work here as an Amicus Production for Paramount release), is guest of honour at a Paramount Dorchester Hotel reception. He is shown here, at left, with Jock MacGregor, of Motion Picture Exhibitor, and Michael Cuerden of London Daily Mail.



HONOLULU - An off-the-set moment during the filming of "Hawaiian Paradise" -- and the satisfied smiles indicate that all is going well with this Elvis Presley musical romance. Producer Hal Wallis, at right, and his executive assistant (and assistant producer of the film), show that they love the Hawaiian sunshine. Their unidentified friend at left has of course enjoyed it all his life.



LONDON - Executive producer Joseph E. Levine, centre, with director Cy Endfield, left, and co-star Stanley Baker on one of the interior sets of "Sands Of The Kalahari," a Paramount release.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Leonard Lightstone (centre), executive vice-president of Embassy Pictures, on the set of "The Oscar," has a hearty laugh with two of the co-stars of the Paramount-Embassy production -- Stephen Boyd and Eleanor Parker.



HOLLYWOOD - Robert L. Graham, Paramount managing director in Australia and New Zealand, on the set of "The Oscar" with Jean Hale, one of the principals of the Joseph E. Levine production.

Miss Hale is a graduate of New York's Neighborhood Playhouse and has co-starred many times in major television shows.



HOLLYWOOD - When "Oscar" co-star Milton Berle, at right, tells a joke, everyone laughs, including Milton. His happy companions are Russel Rouse, at left, director of "The Oscar," and Leonard Lightstone, executive vice-president of Embassy Pictures, co-producer, with Paramount, of the drama suggested by the Academy Awards.

BELOW

HOLLYWOOD - Two noted members of the Cleveland Indians baseball team visit friends on the set of "The Oscar." In centre, they are, left, pitcher Gary Bell and slugging outfielder Rocky Colavito. Actors are Stephen Boyd, left, and Ernest Borgnine.



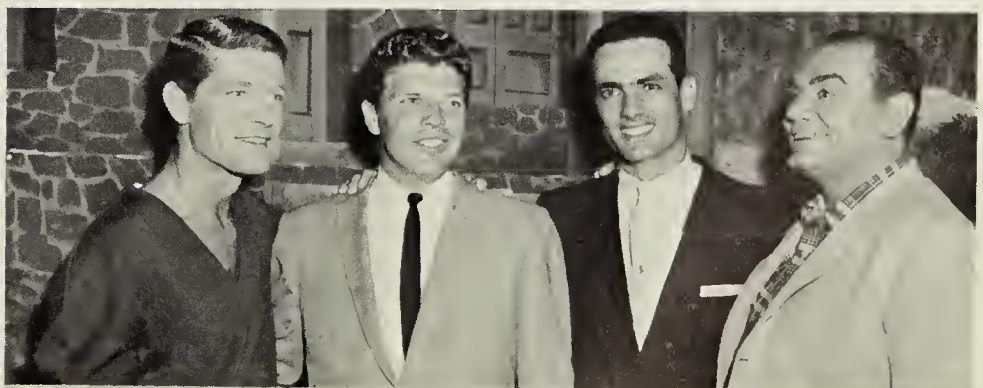
JOHANNESBURG, Republic of South Africa - Trio of notables in the Capri Theatre prior to the premiere of "The Carpetbaggers." Mr. and Mrs. Andre Pieterse and, at left, Paramount International's Milton Goldstein. Mr. Pieterse is Managing Director of Ster Films, distributor of Paramount Pictures in South Africa.



ADELAIDE, Australia - Paramount manager Denis Kiley, at left, welcomes the State's Chief Secretary, Mr. A.J. Shard and Mrs. Shard to the Majestic Theatre premiere of "Harlow."



BOGOTA, Colombia - Shown in Paramount's booking department here are head booker Pablo Santos (right) and assistant booker Danilo Montaña. Due in large measure to these dedicated Paramounters, "The Carpetbaggers" has become, in Colombia, one of Paramount's all-time-great revenue producers.



Hedda Hopper, the internationally renowned film columnist, will be seen in a guest role in "The Oscar."

She will be seen as herself in the picture, interviewing Stephen Boyd and Elke Sommer, two of the stars in the Technicolor production which narrates the story of actors and actresses competing for the screen world's most coveted award.



HOLLYWOOD - Liselotte Trumpler interviewing co-star Elke Sommer on "The Oscar" set for a story in Constanze, top-flight German magazine.



STOCKHOLM - Simply-worded "Harlow" sign on a city advertising pillar extends its message as another blonde passes by.

You don't have to explain what you don't say.

- Calvin Coolidge



BERLIN - An extremely impressive poster for "Sylvia" tops the lobby display at this city's renowned Film-Bühne Wien-Berlin.

EIN BERICHT "AUS ERSTER HAND" ÜBER BEDEUTENDE NEUE PARAMOUNT-PRODUKTIONEN

Diese Ausgabe ist in erster Linie den neuen Paramount-Produktionen gewidmet, die dazu beitragen werden, daß Paramount 1966 und in den folgenden Jahren noch stärker als bisher die Führung in der Filmindustrie übernehmen wird. Die meisten der Informationen, die Sie in der heutigen Nummer finden, beruhen auf einem kürzlichen Besuch des Verfassers in den Hollywood Studios.

In diesem Zusammenhang soll auch erwähnt werden, daß zu keiner Zeit in den Studios eine bessere Zusammenarbeit geherrscht hat als heute unter der Leitung von Vize-Präsident Howard W. Koch. Wir waren in den vergangenen Jahren öfters im Studio, aber nie konnten wir eine so ausgezeichnete Übereinstimmung der gemeinsamen Anstrengung für das Produkt und die Produktionsleitung feststellen.

In Produktion und auf der Leinwand als Bild- und Tonmuster der am Vortag gedrehten Szenen sahen wir DER "OSCAR", SEKUNDEN und NEVADA SMITH, alles Filme höchster Qualität und mit erstklassigen Stars, eine Attraktion für das Publikum der ganzen Welt. Abbildungen hiervon bringen wir an anderer Stelle. Außerdem sahen wir Probeaufnahmen von DAS BETRETEN DES GRUNDSTÜCKS IST UNTERSAGT.

Bei unserem Studiobesuch ist uns außerdem angenehm aufgefallen, wie sehr alle Mitarbeiter des Studios am Weltmarkt interessiert sind und wie sehr ihnen bewußt ist, daß sie ihre Filme nicht für nur ein Land herstellen, sondern für nahezu die ganze Bevölkerung unserer heutigen Welt. Ein weiterer Beweis für das Interesse war die Tatsache, daß die 'Paramount World', sorgfältig geheftet, in jedem Büro zu finden war und daß jede neue Ausgabe mit Spannung erwartet wird.

Wir haben ausnahmsweise in dieser Ausgabe die Rubriken der einzelnen Länder



STOCKHOLM - Unmissable showmanship for "Harlow" in a city street, and this sort of ballyhoo was repeated in several other city spots. The line of posters to the right of the big "HARLOW" sign also were for the huge Joseph E. Levine-Paramount production.

EN FÖRSTA GLIMT AV DEN KOMMANDE PARAMOUNT-PRODUKTIONEN

Detta nummer av Paramount World ägnas huvudsakligen åt Paramounts nya produktion, som skall ge Paramount en än mer framträdande plats inom filmindustrin under 1966 och åren framöver. - Mycket av den information, som ingår här, är resultat av ett besök i Hollywood-Studio som vår redaktör gjorde innan denna artikel skrevs.

I detta sammanhang skall framhållas, att vad man kan minnas det aldrig tidigare i Studio existerat en sådan fin samarbetsanda som idag under vice-presidenten Howard W. Kochs ledning. Vår sagesman har gjort många Studio-besök under årens lopp men aldrig tidigare kunnat konstatera en sådan gemensam strävan till ett gott resultat.

Det var speciellt tre filmer, som vår redaktör fick tillfälle se, såväl under pågående inspelning som i form av korta filmklipp visade dagen efter. Det var "The Oscar", "Seconds" and "Nevada Smith", alla tre av toppkvalitet, avpassade för en världspublik, och samtliga med toppnamn. Bildmaterial från dem återfinns i detta nummer. Scener tagna före den egentliga inspelningen av "This Property Is Condemned" ingick också i Studio-programmet.

Besöket i Studio gjorde också fullt klart, att de för Studio ansvariga aldrig tidigare haft intresset så starkt inriktat på världsmarknaden och det förhållandet att de gör filmer inte bara för ett land utan för folk i så gott som varje land i hela världen idag. Ett bevis så gott som något för detta var, att Paramount World fanns tillgängligt på varje kontor, som besöktes, och varje nytt nummer var ivrigt efterlängt.

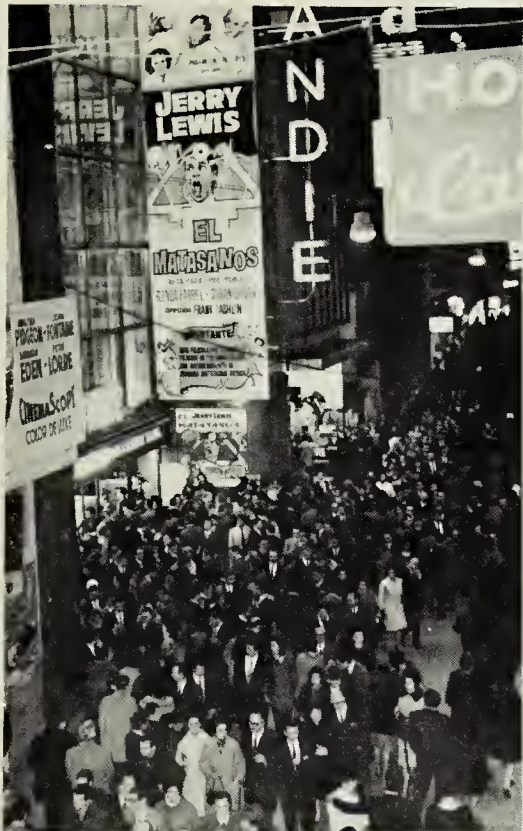
För denna enda gång har artikeln gjorts kort för att få med alla viktiga produktionsnyheter.

Italy's title for "The Carpetbaggers" was the Italian equivalent of "The Man Who Did Not Know How To Love." Italy's title for "Harlow" is the Italian equivalent of "The Woman Who Did Not Know How To Love."

kleiner als üblich gehalten, um viel Platz zu haben für die alle interessierenden Veröffentlichungen über die neuen Produktionen.

PARAMOUNT EVENTS IN LATIN AMERICA

Jerry Tops His
Own B.A. Records



SANTIAGO, Chile - Two views of perfect poster-
ing for the Rex and Gran
Palace engagement of "The
Fall of the Roman Empire."
Scene is the junction of
Ahumada and Moneda in this
city.

In his August 6 report,
Paramount manager Juan
Laupheimer stated that the
picture had already played
4 weeks at the Rex and 6
weeks at the Gran Palace,
and was continuing indef-
initely at the latter.

The entire engagement
has been such a triumph
that we expect further
news concerning it.



BUENOS AIRES - When Jerry
Lewis' "The Disorderly Orderly"
premiered here on July 27th, it
opened day-and-date at the
following 8 (eight) first-run
cinemas:

Normandie (pictured above),
Premier, Pueyrredon, Gran Sud,
Roca, Argos, Medrano and Fenix.
It also premiered in Mar del
Plata at the Opera.

"The Disorderly Orderly"
broke all records the first
week for any and every Jerry
Lewis picture, and of course
was held for a second week. The
Buenos Aires press reviews were
absolutely topping.

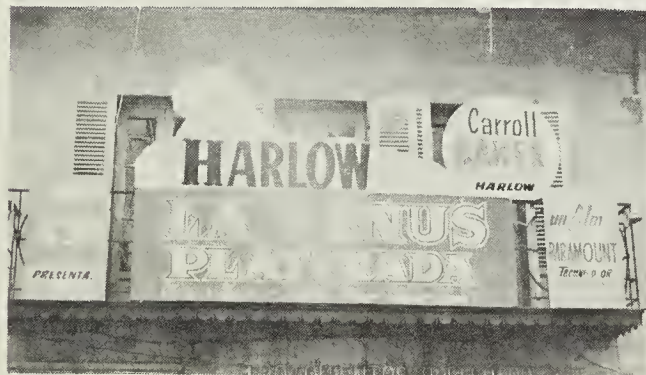
Showmanship campaign was
also tops, with many wonderful
window displays. The one pict-
ured is the Duree Shoe Shop.



RIO DE JANEIRO - Four film toppers at the inaug-
uration of this city's latest and most luxurious cin-
ema -- the Rio. They are, from left - Fred Sill,
Adhemar Cesar, Mario Savio of the Bruni organization,
and Roberto Costa Soares, the new cinema's designer.
The Rio, most recent addition to Livio Bruni's ever
expanding chain of modern cinemas, is well on its way
to setting a series of box office records. Premiere
took place August 4th, with Jerry Lewis' "The Patsy"
the inaugural attraction.



MEXICO CITY - This was but one of a host of interest-
ing lobby displays placed on view in the Internacional
Theatre 2 months in advance of the premiere of "Harlow."
No wonder the picture has been such a triumphant hit!



BOGOTA, Colombia - Floodlit
display outside Paramount head-
quarters here in the showmanship
interests of "Harlow."

GUATEMALA CITY, Guatemala -
Lobby of the magnificent Cinema
Lux transformed into a circus
cage for wild animals as part of
the theatre's showmanship for the
very successful "Circus World."



The Towering Cast of "IS PARIS BURNING?"

(as of the time of our going to press)

LISTED ALPHABETICALLY

FRENCH PLAYERS

JEAN-PAUL BELMONDO
CHARLES BOYER
LESLIE CARON
BRUNO CREMER
ALAIN DELON
PIERRE DUX
DANIEL GELIN
YVES MONTAND
JEAN-LOUIS TRINTIGNANT
PIERRE VANECK
MARIE VERSINI

AMERICAN PLAYERS

GEORGE CHAKARIS
KIRK DOUGLAS
GLENN FORD
TONY PERKINS
ORSON WELLES
SKIP WARD

GERMAN PLAYERS

GERT FROBE
HARRY MEYEN
WOLFGANG PREISS

PARIS BRULE-T-IL ?

PARAMOUNT ITEMS FROM AUSTRALIA & NEW ZEALAND



SYDNEY - Happy exhibitor group poses with Carroll Baker look-alike model Jan Rennison in the lobby of the Prince Edward Theatre as "Harlow" is premiered. Event climaxed an incomparable showmanship campaign which made the area thoroughly "Harlow"-conscious.

Males above, from left: Charles Gatward, asst. mgr. Prince Edward Theatre; Keith Moremon, general manager B.E. F.; Robert Cleland, editor of The Showman; Tom Nicholas, gen. sales mgr., Columbia Pictures; Cecil Shannon, of the Theatre Managers' Association.



ADELAIDE - South Australia's motion picture Knight, Sir Ewen Waterman with Lady Waterman, is received at the Majestic Theatre, for the premiere of "Harlow," by manager Charles Arnould, at left, and Paramount's S.A. manager, Denis Kiley.

ADELAIDE - TV stars in vintage cars draw thousands of citizens to the ADS-TV preview screening of "Harlow" at the Majestic Theatre. Station had tied in with the gala night by running a 'festival' of original Jean Harlow films.



HOLLYWOOD - Robert L. Graham, at right, managing director in Australia and New Zealand, began his 1965 visit to the Paramount studio by being fully briefed on the company's product plans by Howard W. Koch, vice-president and studio and production head. Later, Mr. Graham visited a number of sets, photographic evidence of this appearing on other pages.



Mr. Graham also met two of the men whose skills have contributed materially to the drama of Joseph E. Levine's Paramount release, "The Oscar." They are, co-star Stephen Boyd at left, and director Russel Rouse.



SYDNEY - Paramount's international release of the Walter Reade-Sterling presentation of "The Love Goddesses" has been a pronounced hit in this city. Initially a box-office triumph at the Capitol in spite of a very rainy spell, the picture has now been booked into the normally first-run Prince Edward.

This step was taken in response to a wave of telephone calls, aided enormously by topping publicity given the nostalgic film by Australia's popular picture magazines, the cover of one of which is shown above.

As advertising and publicity manager Alan Wardrobe reported:

"'Everybody's' did a two-part serialization, complete with newsstand poster treatment, while 'Pix' - also a national weekly publication - did a large layout on the film."



**THIS GREAT STAR-STUDDED
BOX-OFFICE GIANT!**



JOHN WAYNE
KIRK DOUGLAS
PATRICIA NEAL
TOM TRYON
PAULA PRENTISS
BRANDON de WILDE
JILL HAWORTH
DANA ANDREWS
& HENRY FONDA

They lived and loved and fought...

IN HARM'S WAY
AN OTTO PREMINGER FILM

CERTIFICATE A
STANLEY HOLLOWAY BURGESS MEREOTH FRANCHOT TONE PATRICK O'NEAL CARROLLO CONNOR
SLIM PICKENS JAMES MITCHUM GEORGE KENNEY BRUCE CABOT BARBARA BOUCHET
SCREENPLAY BY WENDELL WAYES BASED ON THE NOVEL BY JAMES BASSETT MUSIC BY JERRY GOLDSMITH
PRODUCTION DESIGNED BY LYLE WHEELER PHOTOGRAPHED IN PANAVISION BY LOYAL GRIGGS
PRODUCED AND DIRECTED BY OTTO PREMINGER

A PARAMOUNT RELEASE

CONTACT YOUR LOCAL PARAMOUNT BRANCH NOW!

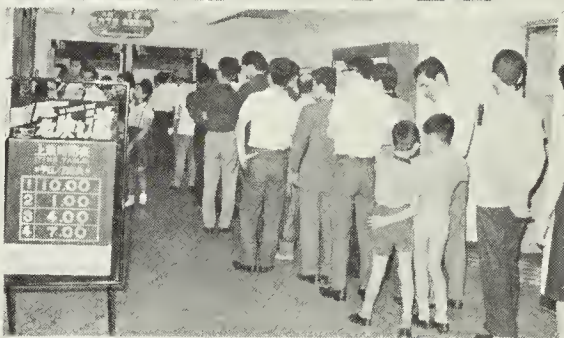
LONDON - This stunning advertisement for "In Harm's Way" was in The Daily Cinema of August 4th. It carried word of Mr. Preminger's great film to the exhibitors of Great Britain nationally.



TOKYO - A fine piece of showmanship in connection with the Japanese premiere of "In Harm's Way" at the Scala-Za, was this performance in Toramon Hall on July 17th by the band of the U.S. Aircraft Carrier "Remington." Event was importantly reported by the Tokyo press and carried over local television stations.



GLOBAL ACCOLADES FOR IN HARM'S WAY



TOKYO - Queues were outside and inside the Scala-Za as Otto Preminger's "In Harm's Way" came to this city as one of the most successful film attractions in many months.

The evidence is piling up as proof that "In Harm's Way" is what the picturegoers of the world want as film entertainment. This page contains a cross-section of the evidence, and we shall have a steady stream of additional approval of Mr. Preminger's masterwork in the months ahead.

The international news on "In Harm's Way" continues to be upbeat --plus! In Germany, the picture received the official "predicate," which means that it is tax free. Reports from seven top situations



ANTWERP, Belgium - Massed crowds exiting from the Metro Theatre here testify to the popularity of Otto Preminger's "In Harm's Way." The spectacular display, with John Wayne's head in outstanding relief, contributed in good measure to the success which Exhibitor Georges Heylen's showmanship campaign produced. The picture played 21 days at the Metro, then moved over to the Astrid, where the success motif continued.

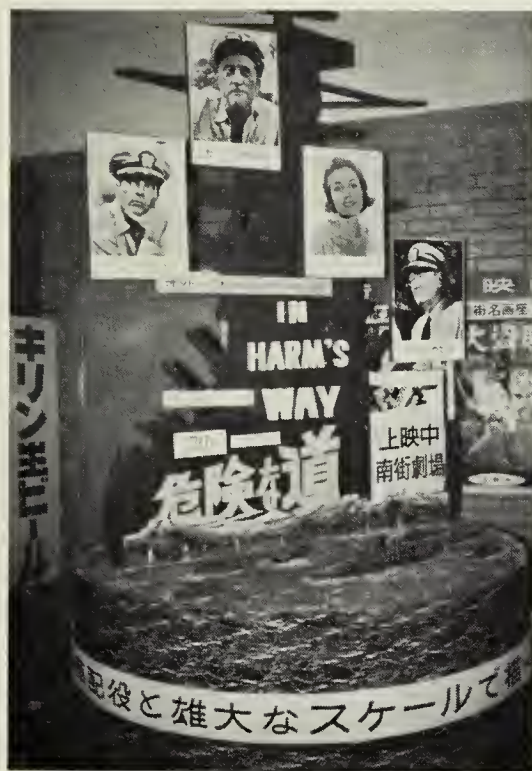
IN HARM'S WAY
AN OTTO PREMINGER FILM

OSAKA, Japan - Most interesting and extremely attractive decoration scheme for "In Harm's Way" in the Paramount branch here.

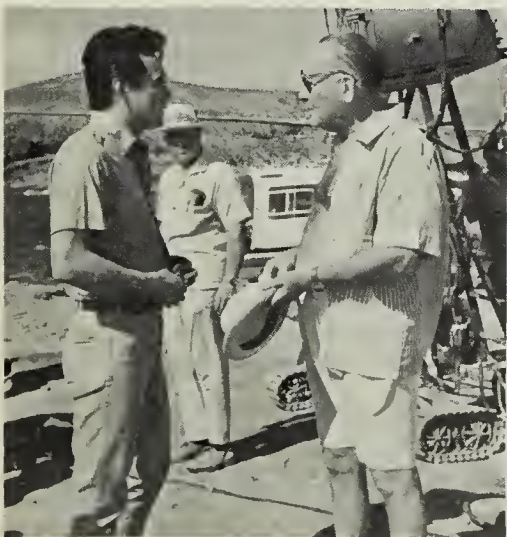
indicate high success. In Ostende, Belgium, at the Forum, picture registered highest gross of any picture this season. Hongkong's King's and Hollywood Theatres registered the biggest non-roadshow business in the history of both theatres.

The Paramount in Bangkok, with a spectacular front-of-house display, set, in the first 2 days, a new house boxoffice record.

Japan Went 'All Out' For "In Harm's Way"



OSAKA - Two aspects of a most unusual and extremely effective revolving advertising tower in the lobby of the Nangai Gekijo here. Device had a slow spin, used real water, and most certainly emphasized the fact that "In Harm's Way" was ocean-going drama.



HAWAII - Producer Hal Wallis discussing an upcoming scene with Elvis Presley during the filming of "Hawaiian Paradise."



HOLLYWOOD - Takamitsu Masuda, Hollywood correspondent for the renowned Japanese magazine, Eigo No Tomo, on the set of "The Oscar" with the film's co-star, Stephen Boyd. At top he is with another "Oscar" co-star, Ernest Borgnine.

IN HARM'S WAY
AN OTTO PREMINGER FILM

RIGHT

TOKYO - Group of film toppers outside the Scala-Za as Otto Preminger's "In Harm's Way" premiered. Second from left is Paramount general manager Julian Binstock. To his left is advertising and publicity manager T. Komaki. At right is sales manager S. Hatano. Other two are executives of the Scala-Za.



じかに見たすばらしい

パ社の最新作品

パラマウント・ワールド誌の本号の大部分は、一九六六年及びそれ以降にかけて、パ社を映画界でさらに指導的な地位へと躍進させる運命にあるパ社の新作の紹介に費した。本号の全体に亘って紹介した情報の大部分は、筆者が本号の編集に先立って行ったハリウッド訪問の成果によるものである。

はこれまで何度も撮影所を訪問しているが、作品それに撮影所を指揮する人物のいづれの中に、これほどの努力が結集されたのを見たことはない。

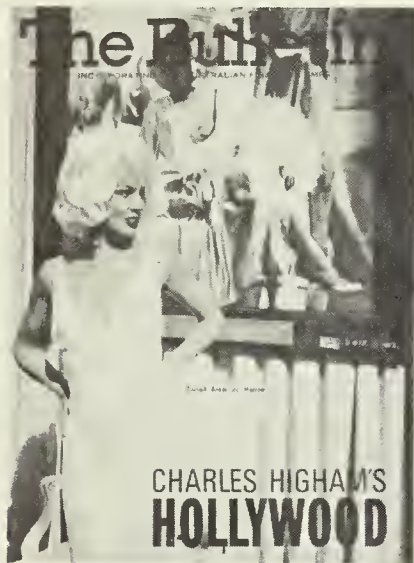
筆者が実際に製作されるのを見たり、また前日に撮影されたフィルムをラッシュの状態で試写されるのを見た作品に「オスカ―」、「セカンズ」、「ネバダ・スミス」がある。三作品とも、一流スターが主演し全世界の映画ファンにアッピールするように作られた最高品質の作品ばかりである。それらが一流作品であることを示す写真を他の頁に掲載した。これ以外に、「この土地

筆者の撮影所訪問は、撮影所の幹部がこれほど世界市場に興味を示したことはない。ただかつてなかったという事実及び彼らは決して一国のために映画を作っているのではなく、世界中のすべての国のために作っているのだという事実を裏づける証拠を教えきれないほど多く入取した。この事実を裏づけるもう一つの証拠は、筆者が訪問したどの事務所でもパラマウント・ワールド誌がファイルされ、次号の発行が熱心に待ち望まれていたことである。

我々は新作品に関する重要ニュースを掲載するため、本号に限り貴国語の欄を独断で縮小したことをお断りしておく。

は没収された」の撮影に先立って行われたスクリーン・テストも見た。

During his studio visit, Robert L. Graham had an interesting luncheon conversation with Cornel Wilde. He may well have interested the star in making a personal visit to Australia and New Zealand in connection with the premiere of his superbly thrilling "The Naked Prey."



Cover of the July 31 issue of The Bulletin of Sydney, Australia, featured Carroll Baker as "Harlow" and the magazine's feature report on Hollywood. This issue was of marked timeliness, since the Hollywood report by a noted and perceptive Australian reporter, Charles Higham, stressed very importantly the massive upbeat atmosphere, these past several months, at Paramount's Hollywood Studio.

The Bulletin, regarded internationally as one of the world's most intelligent commentating magazines, has a huge weekly circulation all over Australia and New Zealand.

Ye-Ye!

"The Ye-Ye Girls," the true and hilarious story of two American girls who took over the French fashion world, will go before the Paramount cameras early in 1966.

The film will relate the wild adventures of Mia Farrow and Vicki Tiel, two young designers who attracted world-wide attention when they went to Paris and created a mad line of clothes which became known as the Ye-Ye Look.

"Harlow" Is A Manila Hit!



SINGAPORE - Shown arriving for a special educational and literary preview of "Becket" at the Cathay Theatre is Mrs. Loke Yew, mother of the late Dato Loke Wan Tho. Escorting her, at left, is Carl V. Kannappan, director of advertising and publicity of the Cathay Organisation.

ULAT NG MGA TUNAY NA NASAKSIHAN TUNGKOL SA MGA KAHANGA-HANGANG BAGONG PRODUKTO NG PARAMOUNT

Ang malaking bahagi ng bilang na ito ng Paramount World ay naglalaman ng mga balita tungkol sa mga bagong produkto ng Paramount na nakatalagang magbigay sa Paramount ng lalo pang higit na panguuna sa industriya ng pelikula sa taong 1966 at sa mga panahon pang darating. Karamihan ng mga balitang ito ay bunga ng pagkakapunta ng aming patnugot sa estudyong sa Hollywood bago inihasa ang bilang na ito.

Maituturing na sa boong panahong sariwa pa sa ala-ala ay sa ilalim lamang ng pamamamagot ng pangalawang-pangulong Howard W. Koch nagkaroon sa estudyong ng ganitong diwa ng pagkakaisa at pagtutulungan. Ang sumulat nito ay nakadalaw na sa estudyong ng maraming beses noong nakaraang panahong lumipas ngunit ngayon lamang niya nasaksihan ang ganitong sama-samang pagsisikap na iniukol sa kapakanan kapwa ng produkto at ng taong namumuno sa estudyong.

Nagkaroon siya ng pagkakataong makita habang ginagawa at makita niya sa puting-tabing ang mga "rushes" ng "The Oscar," "Seconds" at "Nevada Smith." Lahat ng ito ay may mataas na uri na sadyang inakma upang tumama sa kagustuhan ng boong daigdig. Ang lahat at ginagampangan ng mga pili at bantog na mga bituin. Ang mga larawan tungkol dito ay matutunghayan ninyo sa ibang mga pahina. Nakita rin niya ang mga "screen tests" na ginanap bago pasimulan ang "This Property Is Condemned."

Sa pagkakadalaw niyang ito sa estudyong ay nasaksihan din niya ang maraming tanda na higit kailan man ang mga tauhan sa estudyong ay inilalapat ang pelikulang niyayari nila sa kagustuhan ng boong daigdig. Hindi sila gumagawa ng pelikula para sa alin mang isang bansa lamang

「巨片時代」。在大部份同人的記憶中都有這種感覺，或者它也可能是最大的時代，因為每一部影片都用第一流的人力物力攝製。我們不再攝製「小片」或者「普通成本」的影片，因為今天需要的是「巨片」，派拉蒙用實際的方式適應這個時代——專攝「大成本而實座」的巨片。

部史無前例的巨片。在紐約時報上刊載的兩頁祇表示這部新片被重視的一班。還有不同尋常的巨片「奧斯卡」(The Oscar)，它是一部以全球聞名的奧斯卡金像獎為背景的香艷動人的新作。這兩部巨片現在都在派拉蒙的好萊塢攝影場中攝製，你可以在其他幾頁中看到它們的演員陣容。

當然，「珍·哈露」(Jean Harlow)、「海上長城」(In Harm's Way)與另一部新片「The Sons of Katie Elder」已由各地賣座的盛況，證明了它們的偉大。其已拍竣而即將公映的，有一大串的巨片也將受千萬萬的觀眾歡迎，譬如：「The Spy Who Came In From The Cold」、「The Sands of Kalahari」、「Promise Her Anything」、「Oh Dad, Poor Dad」、「Boeing-Boeing」、「Alfie」、「The Skull」、「Apache Uprising」等等，那不過是一小部份。

還有幾位大製片家的作品，以海爾·華力斯(Hal Wallis)為例，他可能一直是最成功的製片家之一，我們且看他在過去幾個星期所給予我們派拉蒙的巨片：「The Sons of Katie Elder」的偉大，喜劇「Boeing-Boeing」的成功，現在他又動手攝製貓王皮禮士利(Elvis Presley)的新片「Hawaiian Paradise」。每次華力斯攝製貓王的影片，它的票房收入總像掘到了金礦一樣。再談到我們的新片，「Judith」將使蘇菲亞·羅蘭(Sophia Loren)在演戲方面又跨進一大步。還有候華·鶴士(Howard Hawks)所製片以賽車為背景「Red Line 7000」將是一部空前刺激的巨片，尤其將受年青觀眾的歡迎。

The above column in Chinese was written for the August issue of Paramount World. However, since last month's issue went to press early, the column was not received in time. We publish it now for the record.

kundi para sa lahat at bawa't isang bansa sa boong daigdig. Isa pang tanda nito ay ang napansin din niyang sa lahat ng tangapan ay mayroong sipi ng Paramount World at ang bawa't bilang ay sabik na sabik na hinihintay.

Sinadya naming ginawang maikli ang tudling na ito sa bilang na ito upang magkasiya ang maraming mahahalagang mga balita tungkol sa bagong produkto.

NEWS OF THE PARAMOUNT SUBSIDIARIES

"Coronet Blue" #12 Is Being Filmed

David Greene is directing the twelfth episode of Plautus Productions' dramatic series "Coronet Blue" entitled "Saturday." The segment, which is currently being filmed in New York, is the fifth directorial assignment of the series for Greene.

Not only a prolific director of "Coronet Blue" shows, Greene has been associated with Plautus through the years behind the camera on such series as "The Defenders" and "The Doctors And The Nurses." He has, in recent seasons, become one of television's most sought after directors.



LEFT

Singer Eddie Fisher, on whom Dot Records plans a massive promotion. Details next month's issue.

The Scoring of "Coronet Blue"

Composer Laurence Rosenthal has completed the scoring of the third episode of Plautus Productions' new color dramatic series, "Coronet Blue," entitled "A Dozen Demons."

Rosenthal, who is writing all of the musical backgrounds for the series, in addition to having composed the title theme, wrote the dramatic music for "Becket" on Broadway and for the Hal Wallis-Paramount film version, the latter task earning him an Academy Award nomination.

"A Dozen Demons" is set in a monastery located in the heart of New York City and Rosenthal has created music with the same mystical quality that attracted so much attention both on Broadway and in Hollywood.

Dot RECORDS
PROUDLY
PRESENTS...

...THE GREATEST
TALENT
ON RECORD

NOW
ON DOT RECORD
JO STAFFORD
Arranged & Conducted by
PAUL WESTON



DOT RECORDS (Paramount subsidiary), with a veritable treasure-house of discs and albums for the popular market, has embarked on a heavy promotional campaign. Above is a recent 2-page spread in The Billboard, one of the international 'voices' of the record industry.

Richard Kiley in Episode #11 of "Coronet Blue"

Broadway, screen and television actor Richard Kiley has a major role in "The Rebels" episode of Plautus Productions' new color dramatic series, "Coronet Blue."

Episode, eleventh in the series, was filmed in New York last month under the direction of Sam Wanamaker. The assignment was his third "Coronet Blue" segment.

Star of the series is Frank Converse.

Produced by Edgar Lansbury with Herbert Brodtkin as executive producer, "Coronet Blue" will debut on the CBS Television Network. Series is being produced by Plautus Productions, a subsidiary of Paramount Productions, in association with CBS.

New Dot RECORDS *Albums*
DOT RECORDS INCORPORATED SUNSET AND VINE • HOLLYWOOD, CALIFORNIA 90028

MOON OVER NAPLES

AN EXCITING NEW ALBUM WITH A NEW DIMENSION OF SOUND!

By
BILLY VAUGHN



DLP 3654 (monaural) DLP 25654 (stereo)

Another Dot Records promotion, this one for a new album by the ever popular Billy Vaughn.

SITUATION HOPELESS BUT NOT SERIOUS

WORDS BY EARL SHUMAN • MUSIC BY LEON CARR



RIGHT

Cover of a current Famous Music Corporation publication inspired by the Alec Guinness comedy, "Situation Hopeless But Not Serious."

FILM EVENTS IN THE FAR EAST



TAIPEI, Taiwan - Front of the recently renovated Great World Theatre which reopened last month most successfully with "Harlow." Importance bestowed on the Joseph E. Levine production is attested by the fact that three of the five 24-sheet posters in front of the house were devoted to announcing "Harlow."

At right: One of the spectacular show cases in the Great World's lobby.



'Bombay Loves "Paris When It Sizzzzzzzzzzzzzles"'

BOMBAY - Paramount general manager K.S.Vaidyanathan has been delighted to inform Far East general manager S.A.Henriksen (on leave in Copenhagen), that "'Paris When It Sizzles" is doing exceptionally good business at the New Empire in Bombay. It opened on August 6 and the first four days were practically sold out."

A contributory fact in this successful presentation of the Audrey Hepburn-William Holden comedy was the laudatory reception given the picture by the Bombay film critics. Almost unanimously they gave great praise to the ingenious comedy. The Times of India called in a "Cordon Bleu Confection." The Indian Express added a note that "the fine performances of Holden and Hepburn is an extra bonus."

Maybe you'd better take another look at this rare and provocative comedy.

OSAKA - One of the most spectacular pieces of showmanship ever given in any picture anywhere in the world was this massive fireworks set-piece illustrative of "In Harm's Way." It was fired at Kawasaki Park here on July 25th at the Tenjinmatsuri Festival, and not only depicted action from the film, but identified the picture by title.

Multiple "banzai's" for whoever was responsible for this marvelous showmanship.

SINGAPORE - The Cathay Theatre's showmanship campaign for "Becket" is still a verdant memory. Here is portion of the advertising outside the renowned theatre.



HOLLYWOOD - Mr. Keki Modi (at right), managing director of West India Theatres, Ltd., of Bombay, his wife, son and daughter, are welcomed to the Paramount Studio by Howard W. Koch, vice president and studio and production head.

AT RIGHT

The members of the Modi family are welcomed to the set of "The Oscar" by co-star Eleanor Parker.



BOMBAY - The New Empire seems to love re-releases like Hal Wallis' "The Last Train From Gun Hill." Overflow business gladdens any exhibitor's heart, and this action-plus thriller gave it to the New Empire aplenty.



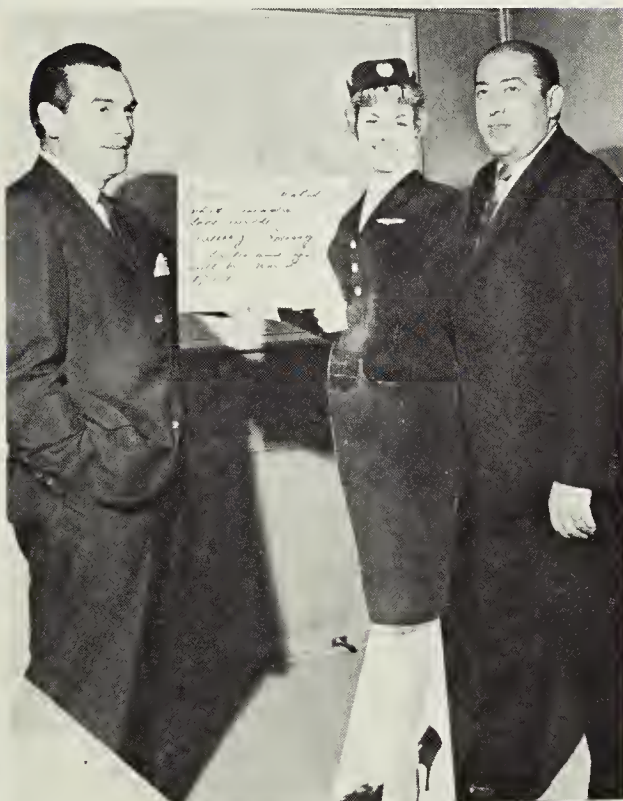
SHOWMANSHIP THE WORLD OVER



SALT LAKE CITY, Utah - In the case of this "Katie Elder" wagon-train hold-up, the hold-up men were disc jockeys from Radio Station KALL of this city. The 'robbery' was part of the "Famous Days of '47" parade and got a great deal of valuable newspaper space, all contributing to fine business for "The Sons of Katie Elder."



LONDON - Albums based on music from films dominate this disc display in the window of the Feldman Record Shop in Dean Street - and the Plaza Theatre "Harlow" display for the Bobby Vinton disc, "Lonely Girl," tops everything else.



TORONTO, Canada - Domestic asst. gen. sales mgr. Ernest Sands, at right, gets assurance from Canadian general manager M. M. Stevenson and a two-dimensional airlines hostess that Hal Wallis' "Boeing Boeing" will be a tremendous success in Canada. The 'hostess' is but one of many cut-outs that Win Barron has arranged to have stand in travel agencies across the nation calling attention to "Boeing Boeing." This one has a personal message for Mr. Sands reading: "Ernie - Watch what Canada does with 'Boeing Boeing.' P.S. Charlie and you will be proud of us." (Charlie is of course Charles Boasberg, general sales manager, Paramount Film Distributing Corp.)



SEATTLE, Wash. - Fine window for "Harlow" in Ware House of Music, one of several stores plugging the films and the Columbia Records album.



CINCINNATI, Ohio - June Armstrong, dressed like Jean Harlow, accompanied by two Russian wolf hounds and a luggage-toting chauffeur, drew plenty of local stares in advance of the opening of the Paramount picture at the Ambassador and the Oakley Drive-In.



This is the attention-compelling cover of the Columbia Records album of the sound-track music of Hal Wallis' "The Sons of Katie Elder." Album also contains the Johnny Cash rendition of the title song. Columbia dealers the world over have united in a massive promotion of this most listenable album.

Featured in the action of Howard Hawks' exciting auto-racing production, "Red Line 7000," is a fascinating electro-magnetic game in which a couple of racing cars are operated competitively by players. The game is already on sale in U.S. stores and is rapidly displacing electric trains in thousands of American homes. Paramount's department of merchandising will gladly relay details to those interested.

"Is Paris Burning?"

Who asked this infamous question?

One man - and one man only.

In those terrifying, tragic days of August, 1944, the world held but one man who would wish for the City of Light to become scorched earth.

That man?

Adolf Hitler.



CORINNE CALVET returns to the Paramount screens of the world in a dramatic co-starring role in the A.C. Lyles production, "Apache Uprising."



HAL WALLIS, on location in Hawaii with his "Hawaiian Paradise" production, oversees in advance of shooting one of the helicopters which play an important part in this Elvis Presley picture.

If you look like your passport photo, you aren't well enough to travel.

INFORMATIONS DE PREMIERE MAIN SUR LA NOUVELLE ET MERVEILLEUSE PRODUCTION PARAMOUNT

Ce numéro du Paramount World est principalement consacré à la nouvelle production Paramount qui est destinée à assurer la première place à notre Société en 1966 et dans les années à venir. La plupart des informations disséminées dans ce numéro ont été rassemblées au cours d'une visite que le rédacteur a rendue à Hollywood en vue de la préparation de ce numéro.

A ce propos, il nous paraît indispensable d'affirmer que jamais, aussi loin que remontent nos souvenirs, on n'a rencontré un tel esprit de co-opération que celui qui existe actuellement aux Studios sous la direction du Vice-Président Howard Koch. Nous sommes allés maintes fois au Studio dans le passé mais il n'y a jamais eu auparavant une union aussi étroite entre la production et l'homme qui est à la tête des Studios.

Nous avons assisté au tournage et aux projections journalières des "rushes" de films tels que "L'OSCAR", "SECONDS" et "NEVADA SMITH". Tous ces films sont des productions de grande classe, faits sur mesure pour plaire au monde entier, et interprétés par les plus grandes vedettes. Vous en trouverez des témoignages photographiques sur les autres pages. Nous avons vu également des essais auxquels on a procédé en vue du tournage de "This Property Is Condemned".

Au cours de cette visite, nous nous sommes rendu compte à quel point les dirigeants du Studio s'intéressent au marché mondial. Ils ne font plus des films pour un seul pays mais pour les spectateurs de tous les pays. Une autre preuve de cette importante constatation réside dans le fait que le "Paramount World" se trouvait dans tous les bureaux et que chaque nouveau numéro était attendu avec impatience.

C'est volontairement que nous avons rédigé un article particulièrement court pour ce numéro car nous voulions réserver le maximum de place aux nouvelles vitales concernant notre nouvelle production.

IS PARIS BURNING?

NOTIZIE DI PRIMA MANO SULLA SPLENDIDA NUOVA PRODUZIONE PARAMOUNT

Questo numero di Paramount World è in larga parte dedicato alla nuova produzione Paramount che è destinata ad assicurare alle nostre Case una posizione di sempre maggior comando in seno all'industria cinematografica nel 1966 ed anni successivi. Parecchia delle notizie disseminate in questo volume sono state raccolte di persona dal redattore di questa nostra pubblicazione durante una sua recente visita allo Studio effettuate appunto per la preparazione del presente numero.

A tale proposito, dobbiamo affermare che non ricordiamo essere mai esistito presso il nostro Studio un più perfetto spirito di collaborazione di quello che regna ora sotto la guida del Vice Presidente Howard W. Koch. Abbiamo fatto molte visite allo Studio in passato, ma effettivamente non abbiamo mai trovato una tale magnifica organizzazione sia in fatto di produzione che di direzione.



TWO FINE WINDOW DISPLAYS in behalf of "The Carpetbaggers." At left, in Modena, Italy, is the display of A. Della Casa for the Nico Fidenco record of the film's theme song. Also the prize contest arranged in conjunction with Air France. Other window, in Bologna, is in the bookstore of Libreria Rizzoli, and is about as fine and comprehensive a display as we have seen anywhere. This one truly monopolizes the entire window, and certainly concentrates attention on "The Carpetbaggers."

Abbiamo assistito alle riprese e alle proiezioni giornaliere delle "rushes" di THE OSCAR, SECONDS e NEVADA SMITH che sono tutti lavori di primissima classe, fatti su misura per piacere al mondo intero e interpretati da artisti famosi, come vedrete dalle fotografie che pubblichiamo in altre pagine. Abbiamo anche veduto dei provini cinematografici connessi con la produzione di THIS PROPERTY IS CONDEMNED.

Nel corso delle suddette visite, abbiamo pure avuto agio di constatare come l'elemento del mercato mondiale sia preso in considerazione dei dirigenti dello Studio i quali infatti

IS PARIS BURNING?

stanno facendo tutte pallicole sdette non ad un solo paese ma al pubblico di quasi ogni paese del mondo. Altre prove di questa importante constatazione sta nel fatto che ogni singolo ufficio ha la sua collezione di Paramount World ed attende con impazienza ogni nuovo numero.

Come vedete, la colonna nella vostra lingua è questa volta particolarmente breve, ma lo abbiamo fatto appositamente, solo per questo numero, onde riservare il massimo spazio alle notizie vitali circa la nostra nuova produzione.

ANTWERP - This exceptionally spectacular and effective lobby display of the Cinema Rex resulted from commendable teamwork between the Rex management and Paramount's showman-forces. "Sylvia" never had it better!



W I N D O W O N T H E W O R L D



Of deep social significance (and a basic motivational factor in Paramount's "The Slender Thread") is the sign in back of Sidney Poitier. In front of the talented actor is the electronic equipment with which, in the picture, he maintains constant with would-be 'suicides.' This is his 'Slender Thread,' and it is this device which helps him rescue the young woman so admirably played by Anne Bancroft in a film of nerve-wracking tenseness.



MINNEAPOLIS - Allen and Rossi hope that this sort of welcome will be standard as long as they're in the business. The occasion was their arrival here to be the exclusive entertainment at the Conference of the Governors of the United States. Providing the osculatory greeting is Miss Downtown Minneapolis. Allen (at right) and Rossi commence work this month on their first Paramount comedy - "The Last of the Secret Agents."

LEFT

During the African location filming of "Sands of the Kalahari," Stuart Whitman, at right, and Stanley Baker maintained a constant programme of fitness, especially in view of the rugged nature of the Joseph E. Levine production.

TAIPEI, Taiwan - The Great World Theatre, a truly outstanding international cinema, recently underwent renovation. On the occasion of its reopening (with "Harlow" as the attraction), there was a traditional ribbon-cutting ceremony, which we picture at right.



HOLLYWOOD - Oscar-winning cinematographer James Wong Howe knows just what he needs in the way of lighting and placement for the best camera results in the Edward Lewis-John Frankenheimer production, "Seconds." Film's star, Rock Hudson, in the background.



The Saturday Evening Post of August 14th carried this glowing four-page story of John Wayne, his adored and adoring wife, and their son who is the breath of life to them both. It was written on the spot by Joan Didion during the filming of Hal Wallis' "The Sons of Katie Elder."



JOHN WAYNE A love song



"That guy Wayne has got the best hook since Dempsey."



MORE NEWS ABOUT THE UPCOMING PRODUCT



NATALIE WOOD

An eight-man team headed by director Sydney Pollack has left Hollywood to scout locations in New Orleans, Louisiana, and Bay St. Louis, Mississippi, for Paramount's "This Property Is Condemned," the Seven Arts production to begin filming on location September 27th.

Starring Natalie Wood and Robert Redford and to be produced by Ray Stark, the troupe comprises production manager Clarence Eustis, executive John Houseman, cinematographer James Wong Howe, art directors Stephen Grimes and Phil Jeffries, set designer Bill Kiernan and assistant director Arthur Lueker.

A love story of the 1930's set in the U. S. South, "This Property Is Condemned" is based on a play by Tennessee Williams.



Richard Arlen as 'Captain Gannon' in the action filled A.C. Lyles production, "Apache Uprising."

Sue Ladd Returns...

Sue Ladd, agent and widow of Alan Ladd, has joined Paramount Pictures as a producer. As part of her activities with the company she will engage in the development of properties for future production, some of which are shortly to be announced.

Mrs. Ladd, a star in her own right under the name of Sue Carol guided the career of the late actor from its earliest days until his untimely death.

In joining Paramount she takes up offices at the studio where her late husband was under contract for more than ten years, where he rose to screen prominence in his first success, "This Gun For Hire," and where he made his last motion picture, "The Carpetbaggers."

John Wayne will

star in "Eldorado," Paramount's tentatively-titled massive western drama to be produced and directed by Howard Hawks, which will go before the cameras later this month.

In "Eldorado," which marks the 166th picture for Wayne, the veteran actor will portray a feared gun-for-hire, who repays a personal debt to a friend who once saved him from a lynch mob.

The outdoor spectacular, written for the screen by Leigh Brackett, will be filmed in Technicolor on location in Arizona and New Mexico as well as at Paramount's Hollywood studios.

Hawks is currently lining up an all-star cast in addition to Wayne.

"Eldorado" follows two of Wayne's biggest Paramount successes, "The Sons of Katie Elder" and "In Harm's Way." For Hawks, "Eldorado" marks his first production since his recently completed "Red Line 7000," which Paramount will release in November.

EDITH HEAD, ACTRESS TOO

Thrilled with the news that her husband, Frankie Fane, played by Stephen Boyd has just been nominated for an Oscar for Best Actor, Kay (Elke Sommer) releases the telephone to Edith Head (played by Edith Head) to offer congratulations to him in this scene from "The Oscar."



Stanley Baker assumes a conspiratorial character in this scene in the caves beneath "Sands of the Kalahari," Embassy production for Paramount release.



CHRIS NOEL is one of the featured players in the timely musical, "Beach Ball," which Paramount has acquired for distribution in the U.S. and Canada.



PARIS BRULE-T-IL ?

The Incredible Happened

STILL MORE NEWS ABOUT ONE OF
THE GREATEST PRODUCTION
ADVENTURES IN ALL FILM HISTORY

WINNING THE BATTLE IN PARIS

LUIGI LURASCHI'S REPORT (Continued from Page 16)

that streets were cleared, buildings emptied, clean house-fronts temporarily blackened again to look like 1944, in order for the film to be made realistically and dramatically. On the other hand you had the vicarious co-operation of sightseers who were content to merely stay out of the camera range and observe the work proceeding.

To see the Nazis back in the streets, engaged in combat with the members of the Resistance, to see German and French tanks actually shooting and fighting in the same spots where the original battle took place, in other words to see Paris in 1965 looking again like Paris looked in 1944, was particularly astonishing to the Parisians on hand, provoking at times in them almost uncontrollable emotion at the thought of the events of twenty years ago. But, it was almost as emotional to the French tourists visiting Paris from the provinces during their annual summer holiday and even to the visitors from abroad.

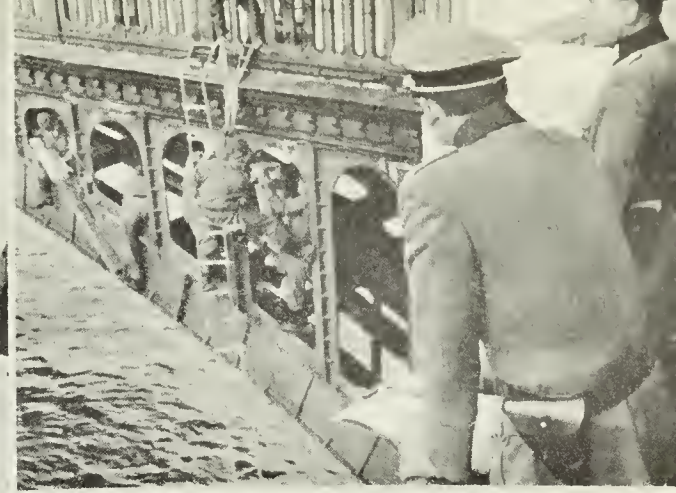
The importance the French Government and the people of Paris attach to the heroic story might have been anticipated, but the effect has been truly contagious, and throughout Europe, Great Britain, and even in the United States it is becoming clear, from the attention paid to the production by the press of the world, that "Is Paris Burning?" is a film project that touches the heart and mind of all humanity. For that reason, and because the film we have already seen (Based on the two months of filming in the streets but as yet without three or four months of additional filming still to be completed on sets and in interiors) is so impressive, foretelling a powerhouse entertainment as unprecedented in its own way as has been the saga of its making, we at Paramount look forward with enormous pride and confidence to our release of "Is Paris Burning?" in 1966. In conclusion, I must add that the personal and untiring efforts of Clement and his crew who worked impossible hours is worthy of highest commendation.

One September 2nd., Paramount President George Weltner cabled Paul Graetz, producer of "Is Paris Burning?": LUIGI LURASCHI HAS CABLED ME THAT THE PARIS STREET SHOOTING HAS BEEN ACCOMPLISHED. MY WARMEST CONGRATULATIONS AND APPRECIATION TO YOU AND TO RENE CLEMENT FOR THE ACHIEVEMENT OF THE IMPOSSIBLE AND FOR COMPLETING THESE TREMENDOUS SCENES AGAINST WHICH OUR VIBRANT STORY OF GREAT VICTORY WILL BE PHOTOGRAPHED.

"IS PARIS BURNING?" is spectacle on an awe-inspiring scale; it is thrills multiplied end on end --- and it is true, true, TRUE. And nowhere is it truer than in its sheer, heart-full humanness. For the basis of this immortal picture is people -- the fears, hopes, desperations and courage of people. Here, at right, Leslie Caron is agonized by the fate that is about to happen -- right at the moment of Liberation -- to the husband she has struggled so hard to save.



Two of the hundreds of instances of the street and bridge fighting actually filmed in Paris during the making of "Is Paris Burning?"



An Agent's Praise

Internationally renowned literary and talent agent Irving Paul Lazar was one of those fortunate persons who watched filming of "Is Paris Burning?" in the French capital. So impressed was he with what he saw, that on his return to the U.S. he immediately telegraphed Paramount President George Weltner in the following glowing terms:

DEAR GEORGE - I JUST RETURNED FROM PARIS AND IT IS MY CONVICTION THAT "IS PARIS BURNING?" COULD BE ONE OF THE GREAT MOTION PICTURES OF ALL TIME. I WATCHED THE ACTION, AND COMBINING WHAT I SAW WITH THE KNOWLEDGE THAT RENE CLEMENT IS TRULY ONE OF THE GREAT DIRECTORS OF THIS DECADE AND PAUL GRAETZ IS NOT ONLY A TALENTED PRODUCER BUT A DEDICATED PICTURE MAKER, WILL, IN MY OPINION, CAUSE THIS PICTURE TO BE A 'MUST-SEE' THROUGHOUT THE WORLD. I THINK A LOT OF SHOWMANSHIP HAS GONE INTO THIS PROJECT. COMBINE THAT WITH THE FACT THAT THE BOOK HAS BEEN NUMBER ONE OR TWO ON THE BEST-SELLER LIST AND YOU CAN UNDERSTAND MY ENTHUSIASM. IT MAY INTEREST YOU TO KNOW THAT WHILE I HAVEN'T GOT THE EXACT FIGURE, WE GOT OVER \$200,000 FOR THE PAPERBACK RIGHTS, WHICH MEANS THAT THERE IS A FAIR EXPECTATION ON THE PART OF THE REPRINT HOUSE THAT THEY ARE GOING TO SELL SEVERAL MILLION COPIES. WHICH IS ALL GOOD NEWS. I COULDN'T HELP BUT GET THIS NEWS TO YOU BECAUSE I FEEL SO STRONGLY ABOUT THIS PICTURE. SINCERELY.

- IRVING PAUL LAZAR





HOLLYWOOD - Bert and Hilde Reissfeld, noted German correspondents who recently returned from four months in the Orient and Europe to their Hollywood base, visit one of the sets of "The Oscar" and interview Elke Sommer and Stephen Boyd.



Those who have seen "Judith," state with emphasis that Sophia Loren has never been more beautiful than she is in this exciting drama.

BRANCH NEWS (from Page 18)

secretary, was married during the Decoration Day weekend. Dan Fellman, Booker-Trainee, followed on July 11th.

Booker Joe Curtin proudly announced that he and Maureen expect the arrival of #6 in FebruaryGook Luck Lois, Dan, Joe, and "Harlow."

- Arthur Hessel

CLEVELAND

Congratulations are in order for Harold Henderson, our branch manager. He was married on August 26th to the former Dorothy Wulff. Mrs. Henderson is a native of Cleveland. They were married in the Rocky River Methodist Church, Rocky River, Ohio, which is on the outskirts of Cleveland. Harold's daughter, Frances and son-in-law Gordan came in from New Jersey to attend the wedding and wish them well, just as we all do here in the Cleveland Branch.

Judy, our booker's clerk is back from her vacation and if you remember she left here a Miss and is now a Mrs. Claudia Astrom leaves for a week's vacation today and mine will be coming up real soon.

We have been busy advising the Exhibitors about PARAMOUNT WEEKS being changed next year and from the looks of things they seem to favor the change. Naturally it will be PARAMOUNT 100%, so far as Cleveland is concerned.

- Bea Hart

"TIFFANY'S" AND "SABRINA" :::: A RICHLY JEWELLED DUO

TO ALL BRANCH MANAGERS
U.S. AND CANADA

LAST WEEK WE HAD A VERY SUCCESSFUL TEST ENGAGEMENT "BREAKFAST AT TIFFANY'S" NORTHERN DRIVE-IN, PHOENIX. AS A RESULT, PENNINGTON WAS ABLE TO SECURE LOS ANGELES MULTIPLE OPENING SEPTEMBER 15. ALSO HAPPY TO ADVISE THAT FRED MATHIS WAS ABLE TO SECURE WOMETCO'S FINEST THEATRES IN MIAMI FOR "TIFFANY'S" AND "SABRINA" OPENING SEPTEMBER "" AND BRADLEY WAS ABLE TO SECURE FINEST THEATRE IN THE SOUTH FOR "TIFFANY'S" AND "SABRINA" OPENING OCTOBER FOX THEATRE IN ATLANTA. WITH THIS INFORMATION TO WORK ON YOU SHOULD BE ABLE TO PROCEED FULL BLAST AT DATING THESE TWO MAGNIFICENT PICTURES. REGARDS

- CHARLES BOASBERG

O B I T U A R Y

JAMES FLANNERY



Australian Paramounteers were deeply saddened by the sudden passing, on August 21st, of N.S.W. salesman James Flannery. He was 58.

James Flannery served in both NSW and Head Offices of Paramount for a total of 42 years, during which time

he served three and a half years with the Australian Forces in World War II. He is survived by his wife, Cora, and stepdaughter, Mrs. Cora Arnold, to whom we extend, on behalf of Paramounteers around the world, deepest sympathy.

He first joined Paramount as a clerk in the Despatch Dept. of NSW office, and two years after transferred to Head Office. Later he became Ad. Sales manager and on his return from military service in 1945 was appointed assistant booker, later becoming a booker, and in 1949 assumed his sales post with the company.

On his return from overseas, Paramount managing director Robert L. Graham said that Paramount was immeasurably poorer for the loss of Jim Flannery.

"His gentlemanly bearing and personal warmth stamped him as a fine representative -- for both Paramount and the industry as a whole -- the likes of which we can ill afford to lose.

"Jim Flannery was a keen sportsman and athlete in his youth, and his belief in playing the game fairly and squarely always remained with him.

"He was a loyal and greatly esteemed member of the Paramount family and on behalf of all of his friends and colleagues throughout the organisation, and myself personally, I extend our deepest and sincerest sympathy to his family at their great loss."

Elvis Presley Lauded On Senate Floor

WASHINGTON - Elvis Presley, internationally known singer and film star, was commended on August 19th by Senator Daniel K. Inouye (D., Hawaii) on the Senate floor for his benefit performance on behalf of the Pacific war memorial commission at Pearl Harbor four years ago.

Sen. Inouye's remarks were occasioned by Presley's first visit to see the memorial for which he raised \$62,000.

Motion Picture Daily

More U.S. Branch News

Titles

Read 'em and reflect!

NEVADA SMITH, SECONDS, THE SLENDER THREAD, THE OSCAR, PARADISE HAWAIIAN STYLE, ALFIE, OH DAD, POOR DAD: ASSAULT ON A QUEEN, THIS PROPERTY IS CONDEMNED, ELDORADO, THE LAST OF THE SECRET AGENTS?, THE IDOL, FUNERAL IN BERLIN, SCHIZOID, FORT SIEGE, AN ANN-MARGRET FILM, THE MINISTER AND THE CHOIR SINGER, WHEN THE LION FEEDS, THE SPY WHO CAME IN FROM THE COLD, PROMISE HER ANYTHING, THE NAKED PREY, SITUATION HOPELESS BUT NOT SERIOUS, SANDS OF THE KALAHARI, JUDITH, KID RODELO, APACHE UPRISING, THE SKULL, IS PARIS BURNING?

PLAYERS

Elvis Presley, Anne Bancroft, Rock Hudson, Leslie Caron, Steve McQueen, Kirk Douglas, Jean-Paul Belmondo, Eleanor Parker, Stephen Boyd, Charles Boyer, Suzanna Leigh, Karl Malden, Sidney Poitier, Elke Sommer, Orson Welles, Tony Perkins, Gert Frobe, Shelley Winters, Joseph Cotten, Ernest Borgnine, Stanley Baker, Frank Sinatra, Michael Caine, Natalie Wood, Ann-Margret, Robert Cummings, Cornel Wilde, Alec Guinness, Sophia Loren, Richard Burton, Claire Bloom, Yves Montand, Rosalind Russell, Jill St. Johnand ever so many more.



ED SULLIVAN Photo

Allen and Rossi, who of course have representation above as stars of "The Last of the Secret Agents?" are out for a commanding hold on audiences from 9 months to 90 years.

INDIANAPOLIS

On September 9, Branch Manager Paul Rice celebrated 25 years of service with Paramount. The employees of this Branch paid tribute to him with a concentrated playdate drive during the week of September 3-9. Our goal was to exceed the number of shipments ever made by the Indianapolis Branch. At the time of writing, it is not known whether or not we achieved our goal. Our congratulations to a wonderful boss and a wonderful guy.

Branch Manager's secretary, Vi Hoffmann, will visit New York City September 16-19 as a delegate for the Indianapolis WOMPI at their national convention.

Your correspondent will also visit New York City in early September on vacation and hopes to visit the Home Office.

- Ray Thomas

JACKSONVILLE

"The Sons Of Katie Elder" opened throughout the State of Florida on August 26th with a bang. The picture is well liked by everyone who sees it - of course - John Wayne is a favorite with most of us.

We thoroughly enjoyed having Mr. Boasberg visit our office and, as always, we enjoyed Mr. DeBerry's visit. We always look forward to having Home Office toppers venture into the deep South and pay us a call.

Everyone reported having a nice, quiet long week-end - the last one of the season before Christmas. Some stayed at home and some went fishing. We were looking forward to having a fish fry - maybe?? But Betsy kept the weather kinda stirred up so the fish were not biting. Better luck next time!

Mr. Mathis is all hepped up over "Redline 7000". His secretary, Fay Weaver, has made a unique display with racing track, cars, miniature men, etc., in the front of the office. It is quite an eye catcher. "Redline 7000" posters are in windows of the local miniature slot car racing establishments. You will be hearing more about this.

- Betty Rook

THE "B.B." OF "BOEING BOEING" COULD MEAN EITHER "BLOCK BUSTER" OR "BELLY BUSTER"

There's no doubt about the regularity with which Hal Wallis belts out the box-office hits.

"Becket," "Roustabout," "The Sons of Katie Elder" --- and now "Boeing Boeing."

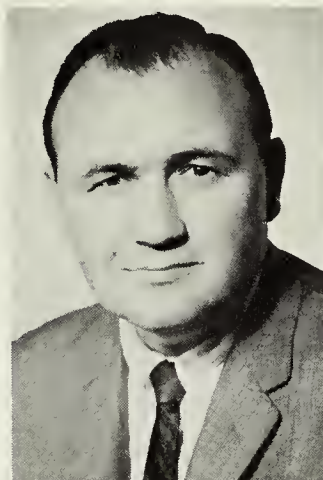
The Jerry Lewis-Tony Curtis comedy had a Coast preview the evening of September 1st, and George Weltner received the following wire from Howard Koch:

LAST NIGHT WE PREVIEWED BOEING BOEING AT THE FOX VILLAGE THEATRE IN WESTWOOD. THE REACTION WAS TREMENDOUS. THE AUDIENCE LAUGHED FROM BEGINNING TO END. IT WAS PROBABLY THE BEST PREVIEW I HAVE BEEN TO IN YEARS. IT LOOKS LIKE WE HAVE A BIG, BIG GROSSER IN THIS ONE.

Mr. Koch invoked the law of the postscript by adding:

P.S. NATIONAL GENERAL THEATRE EXECUTIVES WERE IN THE AUDIENCE AND FEEL THAT THE PICTURE WILL BE THE BIG CHRISTMAS PICTURE FOR THEM.

Herb Gillis is Midwest Div. Mgr.



HERB GILLIS

Simultaneously with the establishment of a new sales division covering the midwest, Charles Boasberg, general sales manager of Paramount Film Distributing Corporation, has designated Herb Gillis to head the unit with the title of Midwest Division

Manager. The new sales division consists of the Chicago, Detroit, Cleveland, Indianapolis and Milwaukee territories. Gillis will headquarter in New York since, in addition to his new post, he will continue to head Paramount's department for the acquisition and sale of short subjects.

The new midwest division, according to Boasberg, was created to better handle the expanding activities of Paramount. Its creation will enable more in-depth servicing of accounts in the territory, greater supervision of the marketing activities of Paramount in the area and, in general, will facilitate a more effective handling of the company's growing product lineup.

Gillis moves to the new post from that of U.S. and Canadian sales director for special attractions. In that capacity, he directed sales and bookings for Paramount's major productions, working under Boasberg's supervision. He joined the company's home office staff in December, 1963, as sales manager for "The Fall of the Roman Empire," having been associated with Paramount since 1950. Prior to transferring to New York, he was a regional sales manager headquartering in Washington.

In addition to the newly-formed midwest division, Paramount will continue to maintain five other sales units, the eastern, western, southeastern, southwestern and Canadian divisions.

"TO CATCH A THIEF" STILL CATCHING CASH

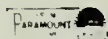
COPENHAGEN - That topping Hitchcock thriller, "To Catch A Thief," co-starring Cary Grant and Grace Kelly, has proven a sock-success in its re-release in the Palads Theatre here.

Paramount manager Michael Barking reports that there is no doubt the film will repeat this popular success in its subsequent runs in the Danish provinces.

One of the people on the 6:03 to Scarsdale tonight is a **Second!**

WHO ARE SECONDS? Right now, in Scarsdale, director John Frankenheimer and producer Edward Lewis are filming scenes for "SECONDS," a most unusual motion picture, about a man who buys himself a totally new life. It stars Rock Hudson, in an astonishing change of pace, as a Second. From David Ely's bold, bizarre, terrifyingly credible bestseller.

IN PREPARATION FOR THE SUMMER OF '66 FOR THE SCREENS OF THE WORLD!



This provocative full-page advertisement appeared in The New York Times on August 20th, the day after 'location' shooting on "Seconds" had been completed in the Westchester locality of Scarsdale (New York).

The ad maintains the intriguing quality of this intensely dramatic film which stars Rock Hudson, and has been produced by Edward Lewis, with magnetic direction by John Frankenheimer, who gave us "Seven Days In May."

Knowledge of "Seconds" is priceless. Be sure you get to know all you can about this dramatically dazzling film in advance of its release.

././././././

THE EYES
OF THE
PARAMOUNT
WORLD
ARE ON
PARIS....
AND THE
MEETING
IN THE
ORLY
HILTON



The Hilton Hotel-Orly. Paramount's 1966 Continental Sales Convention is taking place in this modern hotel's Concorde Room.

Paramount World

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ALBERT DEANE, Editor

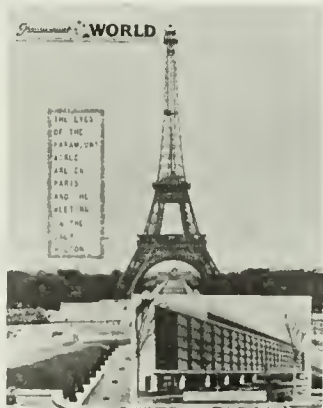
Volume 12, Number 1 January, 1966

Another High Honor for "Becket"



BARCELONA -- Frank A. Siter (at left), Paramount general manager in Spain, receives from Mr. Juan Mateu, General Secretary of the "Salon de la Imagen del Sonido" another high honor awarded to Hal Wallis' "Becket." It is the San Jorge Award, given to Peter O'Toole for "Best Interpretation in a Foreign Film."

The Cover.....



A salute to Paris, site of the first of a series of international sales-showmanship meetings inaugurating Paramount's truly greatest year - 1966.

The Message of James E. Perkins



In the Product Book issued to all delegates to the Paris Sales convention -- and addressed "To Showmen Everywhere" -- there appears this sincere, optimistic statement by the President of Paramount International Films, Inc., James E. Perkins:

For Paramount, and for you, this year of 1966 is going to be a very special year.

I have never been so enthusiastic, so thrilled and optimistic about a year's program of Paramount product, as I am now.

The exciting story of "Paramount 1966" unfolds in the pages that follow. We are presenting to you what I can call, in all sincerity, the greatest seasonal array of motion picture entertainment in any year. These are motion pictures for every entertainment taste and trend today, with star talent of the highest boxoffice magnitude. All pictures announced on the following pages of the "Paramount 1966" story are completed, ready to go and spell "Boxoffice" for the theatres of the world.

And with but two exceptions, all of the properties featured in this book's section labeled "early 1967," are likewise completed.

This outstanding result of President George Weltner's forward planning is an unprecedented achievement in our industry. Never before has a company been so far ahead with so much and so many. Here is dramatic proof of picture power combined with Paramount's well-known marketing power.

I am proud and happy to present to you, the showmen of the world, the story of "Paramount 1966."

Sincerely,
James E. Perkins



Attention!

We are taking a rather unusual liberty with one of our titles, just for this special occasion, and within the readership of this publication.

Bearing in mind the significance of this sales meeting in the French capital, we are asking of the gathered delegates -- IS PARIS BURNING?

And the answer, in our own special sense is, we are sure, a thundering "Yes!"

Yes, indeed, Paris is definitely 'burning' with the pent-up zeal of a group of Paramount sales wizards who realize the enormous responsibility of transmitting to the world the most entertaining, most exciting and most valuable treasurehouse of motion pictures in the annals of any company.

And, by one of those fortunate miracles that happen to people who know just what to do with happy miracles, the apex of this treasurehouse is a towering, exciting, thrilling, never-to-be-forgotten film epic bearing the title:

"IS PARIS BURNING?"

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Later world-wide meetings, to be held in Hongkong, Sydney and Buenos Aires, will be reported fully in the March, April and May issues.

The Paris meeting will of course be covered fully in next month's issue.

GEORGE WELTNER	President, Paramount Pictures Corporation
JAMES E. PERKINS	President, Paramount International Films
HOWARD W. KOCH	Vice-President, Studio and Production head
LUIGI LURASCHI	Production Assistant to Mr. Weltner
MILTON GOLDSTEIN	Special Productions Asst. to Mr. Perkins
GUENTER SCHACK	Adv.-Pub. Director, Paramount International
JOSEPH FRIEDMAN	Adv.-Pub. Director, Paramount Pictures Corp.
ALBERT DEANE	Editor, Paramount World

HENRI MICHAUD	General Manager, Continental Division
HUGO STRAMER	Continental Sales Manager
PAUL SILVIUS	Assistant to Mr. Michaud
JOHN NELSON-SULLIVAN	Adv.-Pub. Director, Continental Division
LINDSEY JONES	Assistant to Mr. Nelson-Sullivan

<u>F R A N C E</u>	
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EUGENE MAILLET	Assistant General Manager
DANIEL GOLDMAN	Sales Manager
ISY PRONT	Manager, Dubbing and Subtitling
MARCEL HAMEL	General Manager, Paramount Theatre
MRS. ODETTE FERRY	Publicity-Advertising Manager

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HEINZ DONNENBERG	Sales Manager AFEX	"
HANS MENASSE	Pub.-Adv. Manager AFEX	"
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MICHEL DRACHOUSOFF	Pub.-Adv. Representative	"
MICHAEL BARKING	Manager	DENMARK
GEORGE BARAMILI	Manager	EGYPT
KURT TROUPP	Manager	FINLAND
ERICH WANIA	General Manager	GERMANY
SIEGFRIED KOBOSIL	Sales Manager	"
WERNER ROCHAU	Pub.-Adv. Manager	"
SAVAS A. PYLARINOS	Savas Films S.A.	GREECE
JACK DE WILDE	Manager, Filmverhuurkantoor Nederland	HOLLAND
MAX GERSCHTANOWITZ	"	"
JAN VAN LEEUWEN	"	"
LADISLAV K. KOCH	Manager	ISRAEL
PILADE LEVI	General Manager	ITALY
RENATO CAMMAROTA	Sales Manager	"
MARIO GAMBINO	District Manager	"
VIERI NICCOLI	Pub.-Adv. Manager	"
MARIO NATALE	Special Publicity Representative	"
WILLY GOLDENTHAL	District Manager	LEBANON
HARALD L. ERIKSEN	General Manager Warner Bros.	NORWAY
EMILIO PRISTER	Manager	PORTUGAL
FRANK A. SITER	District Manager Near East, General Manager Spain	SPAIN
ANGEL HERRERO	Sales Manager	"
RAFAEL HERRERO	District Manager	"
JAIMÉ ARIAS	Pub.-Adv. Manager	"
PAUL FLODIN	General Manager	SWEDEN
JULES A. GENDRE	Manager, Star Film	SWITZERLAND
EDWARD WECKERLE	"	"
J. HIRT	"	"

RUSSELL W. HADLEY, Jr.	Managing Director, U.K.
PETER REED	General Sales Manager
GERRY LEWIS	Pub.-Adv. Director "
LESLIE POUND	Asst. " " "

RONALD A. DWYER	Special Representative
ANDRE PIETERSE	Managing Director, Star Film
LEN THOMAS	Sales Manager, Star Film

The Sweet Smell of Success

Paramount began 1966 with a trio of hard-hitting hits. "The Spy Who Came In From The Cold," "The Slender Thread" and "Boeing Boeing" are whamming the boxoffice tills across the national scene and by the very force of their impact are telling exhibitors, in the exhibitors' own clear-as-crystal language, that this is going to be Paramount's Year of Years.

The theme is carried forward in the following fine 2-page advertisement which appeared in the December 29th Motion Picture Exhibitor:

On December 30th, The New York Times, in a by-line story on Christmas business in the Broadway area, quoted the gross business registered by "The Spy Who Came In From The Cold" and the DeMille and East Side Coronet Theatres, adding that "These are new records for Paramount Pictures, the distributor."

PARAMOUNT 1966 WILL BE A YEAR OF INCREASING POWER AND STATURE.
ALREADY WRAPPED UP AND READY FOR RELEASE IS A LINEUP OF PRODUCT THAT RUNS UP AND DOWN AND ACROSS THE WHOLE RANGE OF TODAY'S AND

TOMORROW'S ENTERTAINMENT TRENDS AND TASTES. AS THE YEAR UNFOLDS YOU WILL HAVE STRIKINGLY DRAMATIC PROOF OF THIS. EACH PRODUCTION WILL BE BACKED BY PARAMOUNT'S PACE-SETTING POWER IN OVERALL MERCHANDISING.

With respect to "The Slender Thread," this telegram from Ernest Sands to all U.S. and Canadian branches is of significant interest:

WHEREVER "THE SLENDER THREAD" HAS OPENED OR BEEN PREVIEWED, ALL REPORTS INDICATE THAT THE AUDIENCES LEAVE THE THEATRE SPELLBOUND BY THE TREMENDOUS IMPACT OF THE PICTURE. TO INSURE THAT THE IMPRESSIVE WORD-OF-MOUTH CONTINUES IN YOUR TERRITORY, PLEASE ARRANGE TO SNEAK "THREAD" IN EACH OF YOUR KEY SITUATIONS AND TOP COLLEGE TOWNS.... WHEREVER POSSIBLE, SET THIS SNEAK IN A THEATRE PLAYING A PARAMOUNT PICTURE.

PHIL ISAACS has been appointed national sales coordinator for Cecil B. DeMille's "The Ten Commandments," which is being given special handling as one of Paramount's most important releases for 1966.

Isaacs' appointment, effective Jan. 1, was announced by Charles Boasberg, Paramount general sales manager.

The collage consists of several movie posters. The largest poster on the top left is for "The Spy Who Came In From The Cold" featuring Richard Burton, Claire Bloom, and Oskar Werner. To its right is a poster for "Boeing Boeing" featuring Jerry Lewis and Tony Curtis. Further right is a poster for "The Slender Thread" featuring Sidney Poitier and Anne Bancroft. Below these are several smaller posters, including "Viva Maria!" with Brigitte Bardot, "The Little GARDNER" with George Hamilton, "That Cat" with Telly Savalas and Steven Hill, and "The Ten Commandments" with Charlton Heston.

Facing Pages 10 and 11 in the New York (Sunday) Times on December 19th last provided powerful evidence of the momentum with which Paramount is entering this sizzling year of 1966. And all three pictures have proven already to be towering revenue-reapers.

SIZZLING WIRES

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TRADEVIEW

By DON CARLE GILLETTE

• GREAT news for exhibitors is cooking at Paramount. Eight important films are shooting, and among them is one that promises to make history. It's the movie debut of the sensational young comedy team of Marty Allen and Steve Rossi in "Last of the Secret Agents?" with Norman Abbott also making his feature film debut as a producer-director and comedy writer Mel Tolkin as associate producer.

Since Dean Martin and Jerry Lewis went their separate ways, a boxoffice staple has been missing—the comedy team, historically sure-fire, from McIntyre & Heath down through Smith & Dale, Clark & McCullough, Moran & Mack, Amos 'n' Andy, Abbott & Costello, Olsen & Johnson, et al—collectively embracing the mass audience fields of vaudeville, legit, movies and radio. The great single comedians also are disappearing or becoming serious dramatic actors.

This has left a big void in movie programming. Natural comics don't come along every day. Writers can grind out comedy scripts but they can't supply the most important element—the physical personality with the talent to perform and help create the material that wins public favor. Aware of this, and believing the mass public is eager to welcome a new comedy team in tune with the times, Paramount studio and production chief Howard W. Koch spotted Allen & Rossi. They looked like naturals: Allen with his pop-eyes and bushy black hair plus the inherent gifts of the born clown; Rossi, a handsome and versatile straight man; the pair combining not only humor but singing, dancing, impressions, acting; with appeal to young and old, and with additional identification through a catch phrase, "Hello dere!," that is the best trademark since Joe Penner's "Wanna buy a duck?"

As a second inspiration, Koch got hold of a top TV director, Norman Abbott, to produce and direct the picture, and for the third basic ingredient Mel Tolkin, award-winning writer, was assigned to the screenplay. Filming started last week, and as Allen & Rossi finished their first take the crew burst into spontaneous applause. Veteran craft members said it was "just like old times." Assistant director Chico Day said in his long career he never saw a picture take off with greater promise.

This is just part of the Allen & Rossi story. The promotion campaign needs a separate column.

This Page 1 editorial from a recent issue of The Hollywood Reporter provides additional proof of industry-wide happiness over the advent of Allen & Rossi... Studio reports on the fun-someness of "The Last of the Secret Agents?" lend an additional air of excitement to the advent of Marty Allen and Steve Rossi.

ABOUT COMING FILMS

Here are excerpts from a studio wire from studio publicity head Bob Goodfried that received wide Home Office circulation by Mr. Weltner:

PREVIEWED "THE SLENDER THREAD" AT DIRECTORS GUILD TO CAPACITY AUDIENCE OF 440, INCLUDING CELEBRITIES AND EXECUTIVES IN ALL FIELDS OF MOTION PICTURE INDUSTRY TOGETHER WITH NOTABLE PRESS. PICTURE ENGROSSED ENTIRE AUDIENCE THROUGHOUT AND A LUSTY APPLAUSE BEGAN AS THE END TITLES APPEARED. REMARKS BY THE SCORE CAME FROM STARS, PRESS AND OPINION MAKERS, ALL COMMENTING ON THE WONDERFUL PICTURE AND ITS OSCAR POSSIBILITIES FOR THE FILM, THE STARS AND MEN BEHIND THE SCENES....

Then there was this wire to Mr. Weltner from Howard W. Koch concerning Howard Hawks' new excitement-maker: JUST SCREENED TWO CUT REELS ON HAWKS' "ELDORADO." THE RELATIONSHIP BETWEEN JOHN WAYNE AND BOB MITCHUM IS TREMENDOUS. THEY COMPLEMENT EACH OTHER SO THAT WE SHOULD HAVE A NEW TEAM FOR A FUTURE PICTURE. SCENES WERE EXCITING AND FUNNY, ACTION OUTSTANDING. I THINK "ELDORADO" PROMISES TO BE A BIG ONE FOR PARAMOUNT IN '66.

Paramount's president received the following wire from Paul Levi, Savoy Theatre, Boston: "JUDITH" SNEAK PREVIEWED AT BOSTON ON FRIDAY NIGHT. FILM WAS EXTREMELY WELL RECEIVED BY RAPT AUDIENCE OF APPROXIMATELY FIFTEEN HUNDRED. LOBBY COMMENT AT BREAK OF SHOW WAS MOST ENTHUSIASTIC. RESULT OF COMMENT CARDS SHOWED SLIGHTLY OVER FIFTY PERCENT MARKED EXCELLENT, FORTY PERCENT GOOD.

The following interesting wire was sent to all U.S. and Canadian branches by Charles Boasberg the very day he returned to his desk from his bout with illness: AS YOU PROBABLY KNOW, I AM BACK WORKING AGAIN. IT IS A GREAT THRILL NOT ONLY TO BE BACK BUT, AS ONE OF THE FIRST ORDERS OF BUSINESS, TO LOOK AT A WONDERFUL MOTION PICTURE, "PROMISE HER ANYTHING." IT IS A GREAT COMEDY THAT EVERYONE IS GOING TO LOVE. LESLIE CARON, WARREN BEATTY, ROBERT CUMMINGS, KEENAN WYNN AND THE WHOLE CAST DO A TREMENDOUS JOB AND I KNOW THIS PICTURE WILL BE RIGHT UP THERE WITH THE BEST OF OUR LONG LIST OF HITS FOR 1966. BE SURE THAT THIS PICTURE IS SCREENED ONLY WITH AN AUDIENCE AS IT IS A REALLY FUNNY COMEDY THAT AN AUDIENCE WILL EAT UP.

And another wire from Studio's Bob Goodfried: SNEAK PREVIEW PARADISE HAWAIIAN STYLE AT STUDIO THEATRE, SAN FERNANDO VALLEY. THIS LATEST PRESLEY FILM CHARMING AND SHEER DELIGHT. BOUND TO BE UP THERE WITH "BLUE HAWAII" IN ACCEPTANCE. WALLIS ONCE AGAIN GUIDES A MAGNIFICENT PRODUCTION. THE SETS AND LOCATIONS IN HAWAII WILL CAPTURE AND ENTHRALL ALL AUDIENCES. PRESLEY IS MAGNIFICENT, SUPPORTED EXCELLENTLY BY WONDERFUL CAST. SONGS VERY REMEMBERABLE. PREVIEW AUDIENCE WERE HELD THROUGHOUT AND APPLAUDED AT END.



"Promise Her Anything"

EVERYONE - positively everyone -- who has seen Leslie Caron, Warren Beatty and the world's most entrancing baby in "Promise Her Anything", is completely head over heart in love with this comedy gem.



NEW YORK - Notables at the DeMille Theatre benefit invitational preview of "The Spy Who Came In From The Cold." From left: Mrs. Joseph E. Levine, Paramount Pictures President George Weltner, Mrs. Edwin L. Weisl, Producer of "The Spy" Martin Ritt, Embassy Pictures President Joseph E. Levine, Edwin L. Weisl, Chairman of the Executive Committee and Director, Paramount Pictures Corporation.



ED SULLIVAN Photo
View of the massed public gathered at the DeMille Theatre to see the notables arriving for the invitational premiere of "The Spy Who Came In From The Cold."



HOLLYWOOD - Bernard Donnenfeld, associate head of Paramount Studio, and Mrs. Donnenfeld at the Warner Theatre premiere of "The Spy Who Came In From The Cold."

Otto Preminger, at right, producer-director of "In Harm's Way," congratulates Martin Ritt, producer-director of "The Spy Who Came In From The Cold" on his great film.

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"THE SPY WHO CAME
IN FROM THE COLD"
"THE SLENDER THREAD"

IN CONTENTION FOR ACADEMY AWARDS ?

Both "The Spy Who Came In From The Cold" and "The Slender Thread" have been exposed to both paying customers and newspaper critics, and have been acclaimed, by the toughest yardsticks, top ranking successes.

First indication of this, in the case of "The Spy," came from Miami, Florida, where at this time of year there is a myriad of counter attractions. Yet the Richard Burton-Claire Bloom-Oskar Werner thriller shattered the records long ago established by "Psycho" and "The Carpetbaggers."

With respect to "The Slender Thread," the box-office figures of the two engagements held to qualify the picture for Academy Awards nomination consideration were the direct opposite to slender. They were also important from the standpoint that opening business was moderate, but by the third day had grown to landslide proportions, proving that word-of-mouth was working at tornadic speed in establishing "The Slender Thread" as definitely a "not-to-be-missed-under-any-circumstances" film.



HOLLYWOOD - Richard Burton, star of "The Spy," and his wife, Elizabeth Taylor, shown as they entered the Warner Theatre for the premiere of the film.



EVERYWHERE! EVERYWHERE!!
"THE SPY" IS TERRIFIC!!!

GOOD NEWS FROM AROUND THE GLOBE

One item of particular 'good news' which should interest Paramounters everywhere, was the unanimity of enthusiasm displayed by all who attended the Home Office strategy meeting on the re-release of "The Ten Commandments," held under the chairmanship of President Weltner on Tuesday, December 28th. This meeting left no doubt whatsoever that the great Cecil B. DeMille production will go into re-release in the Easter season with at least as much drive-power as characterised its original release ten years ago.....Meanwhile we have the powerful "The Spy Who Came In From The Cold" heating up the nation's box-offices with socko grosses. A wire that we really love is this one that Ernie Sands sent about the engagement of "The Spy" at the Sheridan in Miami Beach. It read: IN TOUGH PRE-CHRISTMAS MARKET IT TAKES A BLOCKBUSTER TO DO BUSINESS. ED DE BERRY REPORTS RECORD-BREAKING GROSSES "SPY" AT SHERIDAN MIAMI BEACH. FIRST FOUR DAYS FIGURES BIGGEST OPENING IN MANY YEARS. THESE FIGURES TOP FULL FIRST WEEK'S GROSS ON "PSYCHO" AND "SUZIE WONG."

Suspense!...Thrills!



In a pre-Christmas telegram of good news, Howard W. Koch, vice president and studio head wired President George Weltner in this happy vein:

DEAR GEORGE: JUST SCREENED ROUGH CUT OF "THE NIGHT OF THE GRIZZLY". WE HAVE A WONDERFUL WORLD-WIDE PICTURE FULL OF ACTION AND SUSPENSE AND A GOOD FAMILY STORY. BEAR SEQUENCES OUTSTANDING AND FRIGHTENING. I AM SURE YOU WILL BE HAPPY WHEN YOU SEE IT.

HOWARD W. KOCH.

"SPY" SHAPES UP AS TREMENDOUS BLOCKBUSTER. BE HAPPY FOR THE NEW YEAR..... Going still farther afield, we find wonderful reports still coming from "The Carpetbaggers." The New Empire in Bombay had the picture in a third week at most recent report, with business classified as "remarkably great." In Rio de Janeiro, the performance has been excellent in 4 weeks of splash release, comprising 25 weeks of first-run playing time...In France, the provincial keys report consistently fine business on "The Sons of Katie Elder." The opening week in

Brussels, Belgium, in a 3-theatre combination, registered a very fine gross. In Bangkok, at the showmanship-plus Paramount, "Katie Elder" had an outstanding engagement of 27 days, grossing handsomely.....In Japan, "Katie Elder" has piled success on success. In Osaka, the Wallis thriller did landoffice business at the Nangai, the New OS, and the Kinei. Six weeks in all at these houses. In Nagoya, 31 fine days. In Kobe, 25 days....In Port of Spain, Trinidad, the Strand had a wonderful 20-day run with "Katie Elder."

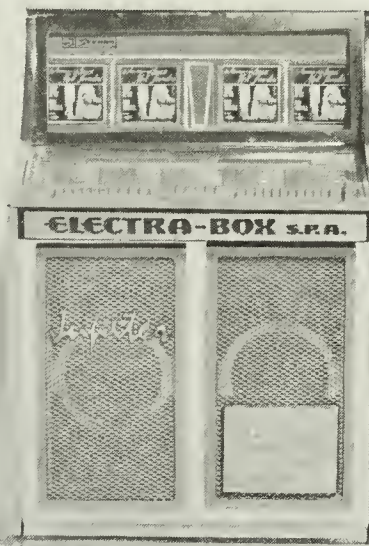
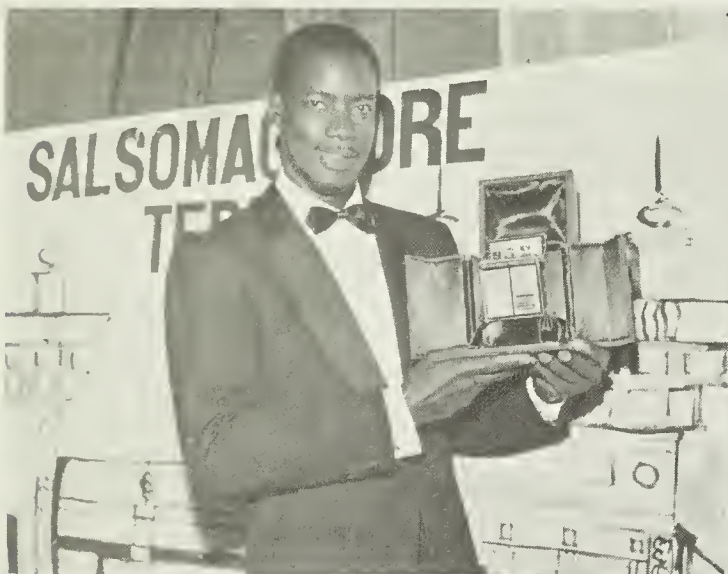
"The Amorous Adventures of Moll Flanders" has been stacking up some records, too. In Athens, the picture had a multiple release in 6 top cinemas. In Melbourne, Australia, the Barclay ran it most successfully for 12 weeks. It is also performing very well in Italian provincial cinemas.



BEVERLY HILLS, California - Michael Caine, whose star appearance in Paramount's "Alfie" is scheduled to be a comedy highlight of 1966, was honor guest at a cocktail and dinner party given by Mr. and Mrs. Howard W. Koch on Sunday evening, December 19th, in the Le Petit Trianon Room of the Beverly Wilshire Hotel. Above, Mr. Caine is shown with Mr. and Mrs. Koch, at left, and Shirley MacLaine.



BEVERLY HILLS, Calif. Paramount studio and production head Howard W. Koch and his daughter, Milinda Stanton, at the recent cocktail and dinner party for Michael Caine, star of Paramount's "Alfie."



ROME - Pictured above is the American popular singer, Don Powell, with the Golden Juke-Box he was awarded at the 6th Festival in Salsomaggiore for his singing of the theme song from "The Amorous Adventures of Moll Flanders." At right is the Award itself, and inserted in the spaces where records are shown, are four reproductions of the cover of the Italian rendition of the theme song.

IL NUOVO E PIU' GRANDE ANNO PARAMOUNT SI APRE CON IMPORTANTI RIUNIONI DI DIRIGENTI

Questo numero di Paramount World porge il suo saluto ai Paramountisti di Gran Bretagna ed Europa Continentale riuniti in convegno a Parigi per la definizione di piani di distribuzione e noleggio conformi all'importanza della Nuova Produzione Paramount. Infatti, mai nella storia della nostra Casa un anno è cominciato sotto migliori auspici del 1966. Mai abbiamo avuto una serie così promettente di grandi film; mai dei simili capi alla nostra guida; mai un tale entusiasmo; mai come ora la certezza che, facendo tutto ciò che siamo capaci di fare, giungeremo vittoriosamente alla cima della nostra celebre montagna Paramount.

Al convegno di Parigi farà seguito un altro a Tokio ai primi di Febbraio, e poi uno a Sidney più in là nello stesso mese. Subito dopo sarà stabilita la data per una, o forse due, riunioni in America Latina. Il Presidente Weltner nonché

il presidente della Paramount International J.E. Perkins assisteranno al convegno di Parigi, con Henri Michaud alla testa della delegazione dell'Europa Continentale, e Russell W. Hadley, Jr. a quella del gruppo di Londra. A suo tempo poi annunzieremo i nomi degli alti dirigenti che presenzieranno ai convegni successivi.

Per il momento, ripetiamo, inviamo il nostro caloroso saluto a tutti coloro riuniti a Parigi, con l'augurio di eccellenti e fruttuose deliberazioni.

IS PARIS BURNING? sarà il soggetto numero uno al convegno di Parigi dove non è escluso che i delegati abbiano anche occasione di visionare alcune scene di questa pellicola che è forse la più grande dopo I DIECI COMANDAMENTI. Quasi certamente saranno anche discussi in dettaglio i piani d'espletamento mondiale per il miglior successo di questo film in cui il Presidente Weltner ripone tante grandi speranze. (Da parte nostra, per darvi un'idea delle dimensioni di IS PARIS BURNING?, cercheremo d'includere notizie e illustrazioni in merito in ogni numero di Paramount World per diversi mesi).

E' con immenso piacere che seguitiamo a dedicare un certo spazio di questa nostra pubblicazione al continuo successo mondiale di PRIMA VITTORIA di Otto Preminger. Questa pellicola sta uscendo man mano in tutte le parti della terra con ottimi risultati di cassetta ottenuti grazie a splendide campagne pubblicitarie che in definitiva sono sempre parte integrante del successo di qualsiasi buon film.

In tema di ultime notizie, possiamo finalmente fornirvi prove concrete del colossale trionfo riportato sia da THE SPY WHO CAME IN FROM THE COLD che da THE SLENDER THREAD usciti entrambi alla fine di Dicembre onde poter essere inclusi nella gara per gli "Oscar." E a giudicare dai dati di fatto, non abbiamo alcun dubbio che la Paramount figurerà ben piazzata quando alla fine di Febbraio saranno annunziati i candidati al famoso premio.

La curiosità generata sin dal primo momento in cui la Paramount aveva annunziato che il personaggio di NEVADA SMITH sarebbe apparsa sullo schermo in un nuovo film di Joseph E. Levine per la Paramount - curiosità che ha raggiunto il suo punto culminante appena si seppe che per la parte di 'NEVADA' era stato scelto l'attore Steve McQueen - si è ora trasformata in un entusiasmo senza limiti da quando alcuni nostri alti dirigenti hanno visto il film finito. Questo è un altro ottimo incoraggiamento per il 1966.



JENNIFER JONES

Many facets of the acting skill of Jennifer Jones shine forth in her stellar role in "The Idol," produced in London recently for Paramount release throughout the world.

Strictly
For Laughs



In the hilarious, off-beat and bound-to-be-talked-about "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad," Mamma (Rosalind Russell) is the kind of dizzy dame who, if she registers for a room with bed and bath, lets the bed go hang and sleeps in the bath.

ODPDMHYITCAIFSS

FILM EVENTS IN BRITAIN

Tribute to
Suzanna Leigh

GERRY
LEWIS

GERRY LEWIS NAMED DIRECTOR OF PUBLICITY AND ADVERTISING OF BRITISH PARAMOUNT ORGANISATION

LONDON - The appointment of Gerry Lewis as Director of Publicity and Advertising of Paramount Film Service, Ltd., was announced December 20th by Russell W. Hadley, Jr., Managing Director of the British Company. The appointment became effective on January 1st.

Lewis, who will work under the direction of Guenter Schack, Director of Advertising and Publicity of Paramount International Films, Inc., succeeds Jack S. Upfold, following the latter's recent resignation.

A native Londoner, Lewis began his business career as a journalist for local and national newspapers and agencies for seven years. He then moved into public relations, as account executive for one of England's top p.r. companies. In 1952, he joined London's then leading Show-Business Publicity office, as p.r. specialist handling British and American stars and also commercial accounts.

Lewis joined the Rank Organisation in 1953. During six years, he functioned as unit publicist at Pinewood Studios and, even-

"A l f i e"



MAIDA VALE - Suzanna Leigh, the 'blonde delight' of "Boeing Boeing" and "Paradise, Hawaiian Style," took time off from a film she is starring in at Twickenham Studios to visit the Royal George pub here, and in the traditional manner topple the piles of pennies which the customers have donated over the past two years for Mentally Handicapped Children.

tually as Studio Press Officer.

He was appointed production publicity director for Woodfall Productions in 1959 and from there went into film distribution publicity at British Lion, first in charge of editorial publicity and finally as the company's Director of Publicity and Advertising.

Coinciding with Lewis' appointment, it was announced that Leslie Pound, Exploitation Manager of Paramount's British organisation, has been promoted to Assistant Director of Publicity and Advertising, also effective January 1, 1966.



LESLIE POUND

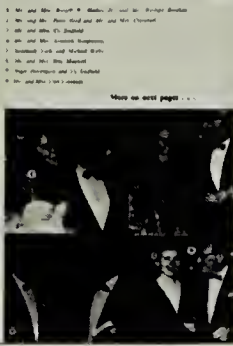
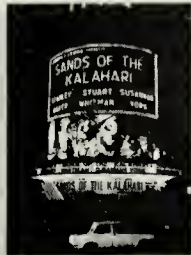
LONDON - So massive was the aggregation of notables to see the premiere of "Sands Of The Kalahari" at the Plaza recently, that it required four pages of The Daily Cinema to picture the more outstanding personalities. The Daily Cinema's critical appraisal of the thriller is printed on this page.

The Daily Cinema, London, in an editorial comment relating to the premiere of "Sands of the Kalahari" and the supper party following, had this to say about Suzanna Leigh, who is Elvis Presley's leading woman in Hal Wallis' production of "Paradise, Hawaiian Style":

"...Sitting at a supper table opposite Suzanna Leigh, it was easy to appreciate what a tremendous potential Hal Wallis had secured insuring her to a non-exclusive seven year contract. Even publicity-wise, as Leslie Pound of Paramount told me, she is so enormously co-operative that her natural ease is going to make her the darling of all who interview her. Watch this girl go!"

...AND THE PLEASURE OF THE GALA PREMIERE OF "SANDS OF THE KALAHARI"

The movie of stars between them can be seen with most other notable personalities. For the night of the premiere of the Paramount production "SANDS OF THE KALAHARI" at the Plaza Theatre, London, the Daily Cinema has right of way to present a special preview of the film. The film is a story of a man's search for a woman who has disappeared in the Kalahari Desert. The film is a story of a man's search for a woman who has disappeared in the Kalahari Desert. The film is a story of a man's search for a woman who has disappeared in the Kalahari Desert.



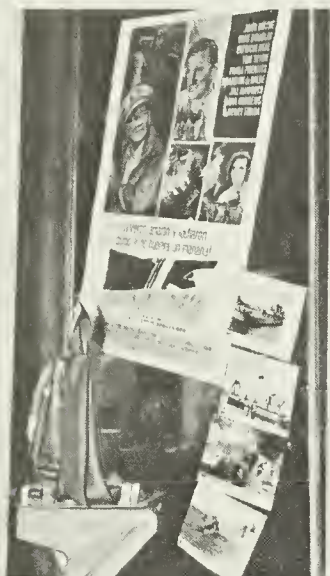
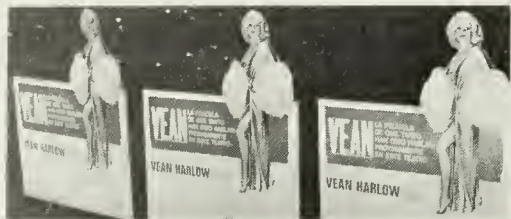
... MORE HAPPY PEOPLE AT THE 'KALAHARI' PREMIERE



PLEASURE OF THEIR COMPANY AFTER SEEING 'KALAHARI'...



BOGOTA, Colombia - Part of the row of standees for "Harlow" in the lobby of the Opera Cinema in advance of the beginning of the super-successful engagement of the big Paramount release.



BUENOS AIRES - This men's store represented one of the many fine shops which gave their principal windows in a multi-store tie-up in the interests of the multi-cinema release of "In Harm's Way" recently. (More evidence, Page 17)

This particular store is known simply as "Gentleman."

LAS CONFERENCIAS DE VENTAS SALUDAN EL PRINCIPIO DEL MAS GRANDIOSO AÑO P A R A M O U N T

El presente número del Paramount World saluda a la reunión de París, a la que acuden los Paramountistas de Gran Bretaña y de la Europa Continental, convocada para realizar los planes de Ventas y Distribución que han de ponerse a la altura de la solidez de la nueva producción Paramount. Jamás en la historia de nuestra Compañía el principio de un año se inició con signo tan favorable como el que nos ofrece 1966; jamás contamos antes con tan impresionante despliegue de películas de empuje; nunca jamás tuvimos tan buena dirección; nunca tal entusiasmo; en ningún tiempo anterior tal certeza de que si practicamos todo cuanto somos capaces de hacer hemos de remontarnos hasta la cúspide de esa histórica montaña Paramount.

A la reunión de París seguirá la de Tokio a principios de Febrero y a últimos del mismo mes la de Sidney. Dentro de poco tiempo se establecerán las fechas para convocar una o tal vez dos reuniones en la América Latina. El Presidente George Weltner y el Presidente de Paramount International James E. Perkins asistirán a la Conferencia de París, con Henri Michaud encabezando la delegación Continental y Russell W. Hadley, Jr. al grupo de Londres. A su debido tiempo

BUENOS AIRES, Argentina - Managing director Andres Sanz and his sales and publicity forces are doing a fine job of promoting the team of Allen and Rossi. Following the suggestion of Latin American general manager Henry Gordon, they prepared the above Christmas card and circulated it to every theatre in the country and also to newspapers, radio and TV stations, as well as to everyone interested in any way in the film business.



Paramount Pictures

y
su nueva pareja cómica

ALLEN Y ROSSI

les desean

Feliz Navidad

y
Prospero Año Nuevo

Diciembre, 1965

se informará de los ejecutivos máximos que acudirán a las posteriores reuniones.

Mientras tanto, un caluroso saludo a todos los de París, deseando que sus deliberaciones sean maravillosas.

¿Arde París? será el tópico por excelencia de la Conferencia de París y es muy posible que los delegados puedan ver algunos fragmentos de la más gigantesca película Paramount desde "Los Diez Mandamientos". Con toda certeza se debatirán en detalle los planes para la explotación mundial de este filme épico, con el firme propósito de provocar una avalancha de éxitos de esta película en la que el Presidente George Weltner alberga tan grandes esperanzas. (en meses venideros publicaremos en las páginas del Paramount World gráficos seleccionados sobre la magnitud de "¿Arde París?").

Es un verdadero placer el dedicar espacios especiales de nuestra revista al continuo éxito mundial del filme de Otto Preminger "Primera Victoria". La película se está exhibiendo en todo el mundo estableciendo espléndidas contrataciones que se benefician de las maravillosas campañas publicitarias que son parte integral del éxito de cualquier película buena.

Como últimas noticias podemos darles positivos informes sobre los éxitos atronadores obtenidos por "El Espía que Surgió del Frio" y "The Slender Thread", ambas estrenadas a últimos de Diciembre con objeto de calificarse para poder optar a los Premios de la Academia. Basándonos en estos informes, no queda la más mínima duda de que Paramount figurará a la máxima altura cuando las nominaciones sean anunciadas a últimos del próximo mes (Febrero).

La creciente expectación que se despertó cuando fue anunciado por Paramount que el personaje de "Nevada Smith" se plasmaría en la pantalla en una producción de Joseph E. Levine distribuida por Paramount -- y que se desbordó al conocerse que Steve McQueen había sido designado para incorporar a "Nevada" -- se ha convertido ahora en algo indescriptible desde que los directivos máximos de la Compañía han visto la película completa. Aquí tenemos a otro poderoso aliciente para 1.966.

LIMA, Peru - Front of the Paramount Tacna during the very successful engagement of "In Harm's Way." Lobby display gave prominence to the direction of this great Otto Preminger film.



SANTIAGO, Chile - The bookstores of this city cooperated magnificently in the local showmanship campaign for "The Carpetbaggers" at the Rex and Santiago Theatres. Crisol, Atenea, Cultura and España were splendid examples of helpfulness.

The cute blonde said she craved one of those foreign sport cars -- with the sport still in it.

PARAMOUNT EVENTS IN

LATIN AMERICA



RIO DE JANEIRO - Nancy Kovack, who added to the popularity of the bikini with her daring role in Carroll Baker's "Sylvia," was a recent popular visitor to this city. Between radio, TV and press duties, she still found time to visit Paramount headquarters. Here she is with assistant general manager Frederick Sill, left and Oswaldo Leite Rocha, director of publicity and advertising. Nancy was in Rio de Janeiro as a member of the U.S. delegation to the recent Film Festival.

BUENOS AIRES: Managing director Andres Sanz re-released "Partners" (Martin & Lewis) to most successful business. Comedy opened at Normandie (shown at the right) and in second week played day-and-date at Pueyrredon, Roca, Argos, Gran Sud, Fenix and Medrano.



RIO DE JANEIRO - One of the most effective phases of the Paramount showmanship campaign for "Harlow" was the 'Period Party' at Mariu's Inn. Announcement of this was placed in all theatres of the Bruni Circuit (which mass-released the picture) and the second of the two photographs shows some of the party's participants, attired in the costumes of the period of "Harlow."



BOGOTA, Colombia - Harking back to the enormously successful showmanship campaign waged by Paramount manager Victor M. Cortes in behalf of the engagement of "The Carpetbaggers" at the Cine Opera, the above was the scene at the football stadium on three successive Sundays as the announcement about the big film was placed slowly and methodically before more than 100,000 spectators eager for some excitement. Judging by the box-office figures, a very big proportion of the football fans showed up at the Cine Opera.



SANTIAGO, Chile - This interesting shot of the intersection of Moneda and Ahumada Streets shows the wonderful exposure received by the Rex Theatre's poster for "The Carpetbaggers."



SANTIAGO, Chile - A provocative entrance display for "The Carpetbaggers" was one major reason why the big picture played 6 weeks day-and-date at the Rex and Santiago Theatres. The illustration above is of the Rex. After this engagement, the picture (in the words of Paramount manager Juan Laupheimer) "...is now being played with great success at the residential district houses...."



BOGOTA - Also from Colombia is this evidence of some of the showmanship contributing to the success of "Harlow" ("...it will be one of our top grossers of the year," says Manager Cortes), at the Opera Theatre.



The crew filming the Seven Arts production, "Assault On A Queen" was looking at a previous day's filming recently while, unbeknownst to them, a production secretary recorded their reactions.

Cinematographer: "Swell close-ups and backgrounds."

Sound mixer: "Clear as a bell."

Hairdresser: "Virna Lisi's hair is divine."

Lighting Electrician: "No dark shadows on Tony Franciosa or Richard Conte."

Costumer: "Frank Sinatra's suit fits like a glove."



HOLLYWOOD - Philippines exhibitor Lorenzo Dacanay, Jr., of San Fernando, La Union Province, was a recent visitor to Paramount Studio, where he watched quite a lot of shooting on the set of the A.C. Lyles production, "Johnny Reno." He was accompanied by his mother and by Mr. and Mrs. Batista, their host and hostess for their tour of the U.S.A. The party is shown above, with (center) Dana Andrews, co-star of the picture. Mr. Dacanay, Jr. is at the left.

NAGPUPUGAY SA PINAKADAKILANG TACN NG PARAMOUNT ANG MGA PULONG NG MGA TAGA-PAGBILI *****

Ang bilang na ito ng Paramount World ay bumabati sa pulong ng mga taga-Paramount ng Gran Bretanya at Europa na ngayon ay nagkakatatipon sa Paris upang isakatuparan ang mga balak sa pagbibili at pamamahagi na magiging kabagay sa kadakilaan ng mga Bagong Produkto ng Paramount. Sa boong kasaysayan ng ating samahan ay hindi pa nagkaroon ng tacn ang paguumpisa ay kasing-sagana ng 1966. Hindi pa nagkaroon ng hanay ng ganito karani at kasing-lalakeng mga pelikula; hindi pa nagkaroon ng ganitong uri ng pamamatnugot; hindi pa nagkaroon ng ganitong sigla at sigasig; hindi pa nagkaroon ng ganitong katiyakan na na kung iuubos natin ang ating boong kakayahan sa gawain ay walang salang aabot tayo ng boong tagumpay sa kaitaasan noong makasaysayang bundok ng Paramount.

Ang pulong sa Paris ay susundan ng isang ganito ring pulong sa Tokyo sa mga unang araw ng Febrero at bago matapos ang buwan ding iyon ng isa pa sa Sydney. At sa lalong madaling panahon ay itatakda ang isa o maaring dalawa pa sa Amerika Latina. Ang Pangulong George Weltner at ang Pangulo ng Paramount International na si James E. Perkins ay dumalo sa Paris. Ang mga kinatawan sa Europa ay pinamumunuan ni Henri Michaud at ang mga taga-Londres ni Russell W. Hadley Jr. Ang mga pinunong dadalo sa ibang mga papulong ay ihahayag sa darating na panahon.

Samantala, isang malugod na pagbati ang ipinaabot namin sa lahat ng nagkakatatipon sa Paris at kahi-manawari ang iyong paguusap ay maging kalugod-lugod.

Ang "Is Paris Burning?" ay siyang paksang pangunahin sa Paris at maaring ang mga kinatawan ay magkakaroon ng pagkakataong makapanood ng mga bahagi ng pelikulang ito na siyang pinakamalaki sa mga produkto ng Paramount mula noong

"The Ten Commandments." Tiyak na ang mga balak tungkol sa pamamahagi at pangangasiwa sa dakilang pelikulang ito ay paguusapan doon nang ganap at masusi na ang adhika ay magtamo ito ng ganap na tagumpay na gaya ng inaasahan ng Pangulong George Weltner. (Sa mga buwang darating ay matutunghayan ninyo sa Paramount World ang mga piling sulayap sa kadakilaan ng "Is Paris Burning?")

Isang tunay na kasiyahan para sa amin ang paguulat sa mga tanging bahagi ng bilang na ito ng patuloy na tagumpay na inaani ng "In Harm's Way" ni Otto Preminger. Ang panoring ito ay patuloy na itinatanghal sa maraming dako ng daigdig at nagkakaroon ng mga kahanga-hangang bunga sa tulong ng maningning na publicidad na siyang tunay na mahalagang bahagi ng alin-mang tagumpay ng isang magaling na pelikula.

At dagdag na balita ang maaring maihatid namin sa inyo sa mga ulat ng tagumpay na kasalukuyang tinatamo ng "The Spy Who Came In From The Cold" at "The Slender Thread." Ang dalawang ito ay itinatanghal noong mga huling araw ng Disyembre upang mapalahok sa pagpipilian sa Academy Awards. Salig sa mga ulat na ito, ay



"Johnny Reno" Toppers

Producer A.C. Lyles (center) and four of the top players in his recently completed "Johnny Reno." They are, from left, Dana Andrews, Jane Russell, newcomer (and a very promising one) Tracy Olsen and veteran actor Lyle Bettger, one of the screen's most believable 'heavies.'

Since the completion of "Johnny Reno," Lyles has put into work another fine Western, "Waco," with Howard Keel as star. Although Keel has starred in a number of successful musical westerns, his portrayal of Waco, a ruthless gun fighter, marks his debut in a straight Western.

walang munti mang aling-langan na ang Paramount ay mababangit sa panahon ng pagpipilian sa susunod na buwan (sa Febrero).

Ang pagasa ay nagsimula noong ipahayag ng Paramount na ang "karakter" na "Nevada Smith" ay mapapanood sa puting-tabling sa isang pelikula ni Joseph E. Levine na ipamamahagi ng Paramount—patuloy itong lumaki noong mabalita na si Steve McQueen ang gagaganap na "Nevada"—ito ngayon ay sumilakbo noong ang boo at yari nang pelikula ay mapanood na ang mga pinuno ng Paramount. Ito ay isa pang malaking pelikula na sapat na maging dahilan ng sigla para sa 1966.

SANTIAGO, Chile
LA ESTRELLA - LUNES 15 DE NOVIEMBRE DE 1965

SanSouci
ESMERALDA 1044

ESTE MODELO CLASICO
SANSSOUCI
es el que aparece con todo el esplendor
de la época en la película
LOS INSACIABLES

Los clientes que efectúan sus compras en nuestra Sala de Ventas, Esmeralda 1044, durante los días de su exhibición en el Teatro Verde, serán obsequiados con 2 plateas.

SANTIAGO, Chile - The chandelier element in "The Carpetbaggers" has been productive of an immense amount of cooperative showmanship. This large advertisement explains that this Santiago store has for sale identical chandeliers to those used in the big Paramount film.

Among the most popular remedies that won't cure a cold is advice.

HOLLYWOOD HIGHLIGHTS

new faces:

...talent from television

LAURA DEVON



Laura Devon is seen above with John Robert Crawford in a love scene from Howard Hawks' "Red Line 7000," in which she makes her theatrical film debut.

When a top producer-director like Howard Hawks makes the statement that Laura Devon's screen test for his latest film "Red Line 7000" should be worth two million dollars to her career, it's time to sit up and take notice. A steady stream of accolades came to this blonde beauty during the year that she was seen weekly as a member of the "Richard Boone Show" repertory company on television; however she plays her first starring role on the motion picture screen in the Hawks' film.

"Though I played 26 different characters of all ages and types on the Boone show, my role in 'Red Line 7000' is a completely new characterization for me. You might describe my part as that of a girl who loves well, but not wisely," she said.

A special bonus that came to Laura in the film is an opportunity to demonstrate her ability as a singer. "When I was just beginning the picture, my role was a straight acting one, and then Mr. Hawks read a story which mentioned that I was a singer before I acted. And, just like in the movies, I was taken into a big recording studio with Nelson Riddle conducting a full orchestra, and I sang two songs for Mr. Hawks, and he seemed quite pleased," she related.

"Quite pleased" is putting it rather mildly, for Hawks had Hoagy Carmichael and Nelson Riddle each write a song for her to sing in the picture, and she also delivers a torrid blues version of the folk song, "Tell Ole Bill."

SHE LOVES SPORTS CAR RACING

The picture is centered around sports car racers and their romances. "I love racing," Laura said, "and my wardrobe for the picture consists mainly of high boots, slacks and a leather jacket—much the same as I wear when I drive my own sports car."

Laura said that when she arrived in California she didn't know how to drive, and so she promptly enrolled in one of the driving schools. "For some reason they assigned two instructors to me. They alternated every other day for two weeks. Each of them looked like they were straight from 'The Untouchables', but were great drivers and I did my best to imitate their style. Graduation Day arrived and I arranged to take my drivers test."

"Both of my teachers, in their best suits, arrived to escort me to the Motor Vehicle Department. They watched me go through the paces like two proud fathers, and when I passed with flying colors, they paid me a compliment I shall always cherish—they said I drive and park just like a truck driver," she added.

Laura's introduction into the world of entertainment was as a playwright at the age of ten. "I had a ball writing plays and preferred casting my friends to perform in them either at school or in the garage of my home in Chicago. The first play I wrote was called 'The Magic Butterfly', a real melodrama about two sisters, one crippled, who found a butterfly with magical powers," she explained.

She has also written 30 short stories but has never submitted any for publication. "I feel some of them are quite good, but for now the most important thing is that they are written. I'm sure sometime it will be gratifying if some of them are accepted for publication. Like a few thousand other people, I hope to write a novel some day, but I think I should do a little more living first."

MOTION PICTURE HERALD, NOVEMBER 24, 1965

Quigley Publications' Motion Picture Herald thinks so highly of Laura Devon's debut in "Red Line 7000" that they took this full page in the issue of November 24th to forecast full stardom for her in the very near future.



Two couples who made important contributions to the success of "The Slender Thread," shown at the special screening and supper party for the film hosted at the Directors Guild by Howard W. Koch. At left are Mr. and Mrs. Sterling Silliphant -- he wrote the screenplay. At right are Mr. and Mrs. Stephen Alexander -- he produced the picture, which was suggested by a Life Magazine article written by Mrs. (Shana) Alexander.



LUNCHEON CONFERENCE ...Young Mia Fonssagrives (center) was the guest of Bernard Donnfeld, associate head of Paramount studio activities, at this lunch-time conference concerning "The Ye-Ye Girls," Paramount's picturization of the real-life experiences of Miss Fonssagrives and Vicki Tiel, two young fashion designers who have recently taken the fashion world by storm with their creations known as "the Ye-Ye look." Seated with Miss Fonssagrives in the Studio Commissary are (l to r) Arnold and Lois Peyser, writers of the screenplay, producer Gene Nelson and Donnfeld.



Home Office Legal Department's Sigrid Pedersen was in the Studio on company business recently and since the visit encompassed a Sunday, there was time for the swimming pool, too. Pool was in the home of Studio legalite Eugene Frank, who is Studio Resident Counsel. Shown above are - Sigrid, Max Raskoff, Studio Legal Dept. head; Mrs. and Mr. Eugene Frank.

Studio Legal department's Sue Bull Jones, and her husband Carlton Jones (who always take such interesting and exotic vacations), 'tripping the light fantastic' at the Americana Hotel, San Juan, Puerto Rico. The vacation also took in the Virgin Islands.

Producer Hal Wallis (right) and Paramount International's publicity and advertising director, Guenter Schack, discuss the glowing global merits of the producer's Elvis Presley Musical romance, "Paradise, Hawaiian Style," following a screening of the completed production.



VARIETY

Wednesday, December 15, 1965

Features Made In 1965 Reach 168; Paramount Most Active With 26

Hollywood, Dec. 14.

All of the promises for a healthy year of film production, mounting with increasing prominence throughout the past 11 months, appear to be coming to fruition.

At this point, 1965 has seen a total of 165 pictures going into production, 136 of them from 10 major releasing companies and 29 from American independents. Figure compares with 155 that began filming in the 12 months of both 1964 and 1963, and also hits the production peak since 1961, when 187 pictures went into production.

Production picture also looks to shoot higher, with three films slated to start during the remaining

days of December, bringing the total to 168 films for the year, a resounding 13 above the production rate of both previous years. Lowest number starting in the past five years was in 1962, when only 142 films had begun shooting during that 12-month period.

Pix remaining to start this month are "The Swinger," Dec. 13, for Paramount, and "Gambit" and "Let's Kill Uncle," Dec. 20, for Universal.

Leader in production this year has been Paramount, with 26 already started, and one upcoming to make 27, compared to only 10 for 1964.

Cash Box

January 1, 1966



1965 was another banner year for Elvis Presley, a disk sensation for the past decade. The Cash Box annual poll named him top male vocalist in the singles field, with the following all singles hits to his credit during the year: "Do The Clam," "Easy Question," "I'm Yours," "Rough On A Girl," "Crying In The Chapel," and "Blue Christmas." In the album area, Presley scored with "Still Happy," "Love Me For Ever," "The Big Bad World," "Hearts A Swingin'," "The Big Bad World," "Hearts A Swingin'," and "The Big Bad World."

INTERNATIONAL SECTION BEGINS PAGE 31



ELVIS PRESLEY, whose musical films as produced by Hal Wallis for Paramount release are the most successful of all Presley films, adorned the cover of the January 1st 1966 cover of Cash Box magazine, one of the top international publications devoted to the disc industry. The Cash Box annual poll named him "top male vocalist in the singles field," and called 1965 "another banner year for Elvis Presley, a disk sensation for the past decade." Presley's "Paradise, Hawaiian Style," produced with the traditional Hal Wallis magic, will be one of the great Paramount revenue producers for 1966.

パ 社 最 大 の 年 の

開幕を祝う営業会議

パラマウント・ワールドの本号は、新しいパ社陣容の大きさにマッチしたセールス及び配給計画を実現せんがために参集したイギリス及び欧州大陸のパ社各員のパリ大会に敬意を表する。パ社史上一九六六年は幸先のいいはじまりを迎えた年はない。今日ほど粒揃いの大作群を擁したこともない。今日ほど業界に於ける優位をもったことも熱情を傾けたこともない。また、今日ほど我々が能う限りの努力を払えば、伝統あるパラマウントの山の上に勝利を掌中に立てるという自信を得たことはない。

このパリ会議が終ると、二月は早々に東京で、そして二月下旬にはシドニーで夫々

会議が開催される。そして、その後に開催予定の別の会議、またラン・アメリカで開かれる二つの会議の日取りもまもなく発表される予定である。欧州代議員団の代表にアンリ・ミショール、イギリス、グループの代表にラッセル・ハドリー・Jrを頂いたパリ会議にはジョージ・ウェルトナー社長及びパラマウント・インターナショナル社長ジェームス・E・パーキンス氏が出席する。その後の会議に出席する首脳部の顔ぶれは追って発表される予定。

尚、パリ会議の出席全員に心からの祝福を送ると同時に、諸賢の全討議がすばらしいものであることを祈る。

パリ会議に於て「パリは燃えているか？」が最高の話題となることは明らかで、代議員たちに「十戒」以来最大といわれるこの大作の一部の試写が見せられる可能性は十分にある。この叙詩的大作の世界的配給計画が詳細に亘って討議されることそれにウェルトナー社長が絶大な期待をよせているこの作品もすばらしいヒット作とならしめるための固い決意がなされることにほばまちがいない。(これから当分の間パラマウント・ワールドの中に「パリは燃えているか？」の偉大さを伝える記事や写真を掲載する予定である)

オットー・プレミンジャー作品「危険な道」の世界各地での相次ぐヒットに我々の雑誌の特別欄を割くことは、誠に光栄なことである。この映画はすばらしい成績を収めながら世界各地で封切がつづけられているが、これらの成功のすべてが、いかなる映画の成功の成功にも欠くことのできない傑出したショーマンシップ・キャンペーンに負ううことはいうまでもない。

最新のニュースによると、「寒い国から帰ったスパイ」と「細い糸」の二作は十二月下旬アカデミー賞候補作品としての資格を得るため特別興行が行われたが、我々はこの特別興行で収めた圧倒的成功について具体的報告を提出することが出来る。これらの報告によれば、二月下旬にノミネーションが発表された際には、パ社は最高の注目を浴びることは疑う余地はない。

小説の「ネバダ・スミス」がジョセフ・E・レビンによってパ社作品として映画化されるといふニュースが発表されて以来ふくらみはじめた期待—これはネバダ役にスティーブ・マックイーンが決定してから一段と大きくなった—は、このほどパ社の首脳部がこの映画の完成試写を見たことによつてはげしい興奮に変わった。一九六六年に絶対の期待がよせられる大きな所以がさらに一つここに存在する。

PICTORIAL REPORT ON INTERNATIONAL SUCCESS OF "IN HARM'S WAY"



This is one phase of the Manila (Philippines) showmanship campaign in behalf of "In Harm's Way." Just one of many. A book like that of Manila's confronts an editor with this problem: How can one possibly do justice to so magnificent a many-faceted campaign? For the Philippines Paramounteers never missed a bet, and dug up some never before used. This one above shows the Paramount-Darigold Milk Company tie-up which ran for three weeks in advance of the premiere benefit in behalf of the Manila Fire Department. Darigold has portable film equipment and regularly shows 16mm movies on nightly rounds in all local municipalities. For 3 weeks they included "In Harm's Way - Making of a Movie" in their showings.



BUENOS AIRES - All 21 of the doors leading into the Cine Opera bore separate and convincing inducements for a viewing of "In Harm's Way." Seventeen doors listed the film's cast, the other four the Preminger film's title.

RIGHT

BERLIN - Distinctively effective theatre front for "In Harm's Way" at the internationally renowned Zoo Palast cinema.



LISBON - This giant traveling display for "In Harm's Way," photographed in the centre of the city, was an un-missable advertisement for the picture's engagement at the Imperio.



Oporto, Portugal - Overpowering front of the Coliseu Theatre during the second week of "In Harm's Way." Note that great prominence has been given to every important element connected with this exciting film.

"In Harm's Way" Gigantic in Bogotá....

In a cable to Milton Goldstein in New York, Colombia manager Victor Cortes reports that "In Harm's Way" at the Opera Cinema, Bogotá, has been a complete success.

First week of the Otto Preminger film represented the best non-holiday week in the entire history of the theatre. Attendance was 91% of the theatre's capacity throughout. First week was also a smasher of records of such giants as "Becket," "Disorderly Orderly," "Hatari!," "Fall of the Roman Empire" and "Zulu."

Mr. Cortes finished his cable with "Continues excitingly hot business."



The "Jet Set" of Paramount(L.A.)

(Dear Editor: Booker Ted Zephro contrived the following impressions which you might find interesting for Paramount World. We have so many new personnel, I thought they could be introduced in this fashion. Holiday Greetings to all.

-Ward Pennington)

Presenting our great staff on a typical day at our brand new office - 291 South La Cienega Boulevard, Beverly Hills, California 90211.

"Cancel and Re-bill!" - Allen Elrod (salesman).

"Don't worry, we'll get the prints." - Irwin Yablans (sales mgr.)

"'The Ten Commandments' and 'In Harm's Way'? 379 minutes! How about a two-reeler and three cartoons, and you can make it a weekend?" - Ted Zephro (booker).

"How far do you think I can go?" - Walter Lange (head booker).

"You'll have to tag!" - Hal Gallatin (booker).

"Oklahoma was never like this!" - John Kitts (booker).

"What theatre in Honolulu? I thought Hebrew was tough." - Sophie Friedfeld (booker's assistant).

"My Forms 15's are gorgeous." - Elsie Carrier (booker's assistant).

"I know, dear." - Alberta Bishop (booker's assistant).

"Henry, Rin Tin Tin on Line Two." - Frances Reed (secretary, advertising and publicity).

"O.K., put him on and hold Trigger on Line Three." - Henry Ehrlich, (Western Div. Adv. & Publ.).

"Where did you get these figures from? Zsa Zsa?" - Edna Barash, (box-office statements).

"But I just left my desk for a second!" - Helen Wabbe (branch manager's secretary).

"What knucklehead did this?" - Ward Pennington (branch manager).

WELCOMING THE NEW BREED

"C. O. D." - Jack Stevenson (office manager).

"Ghost payroll." - Barbara Greenwald (accounting).

"What zone is it in?" - Lori Zymet (billing clerk).

Like the Baltimore Colts without John Unitas, we at Los Angeles extend a hearty welcome BACK - Mr. Charles Boasberg.

ABSENT FROM THE SCENE, on leave of absence recuperating from auto accident: "Gee, I hate to leave already!" - Beverly Olsen.

- Ted Zephro

WARM MESSAGE FROM CHARLEY BOASBERG

ALL BRANCH AND SALES MANAGERS
UNITED STATES AND CANADA

I CANNOT LET THIS YEAR GO BY WITHOUT WISHING YOU AND ALL YOUR CO-WORKERS A MOST HEALTHY AND HAPPY NEW YEAR, AND TO THANK YOU AGAIN FOR THE WAY YOU CARRIED ON DURING MY ABSENCE. ERNIE SANDS HAS ASKED ME TO EXPRESS HIS APPRECIATION ALSO FOR THE COOPERATION THAT YOU HAVE EXTENDED TO HIM SINCE JOINING THE COMPANY. WE CAN LOOK FORWARD TO THIS COMING YEAR AS THE GREATEST YEAR IN PARAMOUNT'S HISTORY. NEVER HAS THIS OR ANY OTHER COMPANY EVER HAD, IN THE CAN OR SHOOTING, AS GREAT AN ARRAY OF OUTSTANDING PICTURES. THESE PICTURES REPRESENT A TREMENDOUS INVESTMENT AND WE HAVE A GREAT RESPONSIBILITY TO GET THESE MILLIONS FROM THE BOXOFFICES OF THE UNITED STATES AND CANADA. I AM COUNTING ON YOU TO DO YOUR SHARE IN THIS GREAT RESPONSIBILITY AND I KNOW THAT YOU WILL PRODUCE THE GOODS. WARMEST REGARDS.

- CHARLEY BOASBERG



NATALIE WOOD, who gave Paramount a superlative performance in "Love With The Proper Stranger" a couple of years ago, is rendering unto "This Property Is Condemned" an even more electrifying female characterization. In the above scene from the film (which is being directed by Sidney Pollock, who made "The Slender Thread"), she is shown with her leading man, Robert Redford.

(Redford came to prominence as the male lead in the Broadway performance of "Barefoot In The Park," and will repeat his role in the Hal Wallis production, for Paramount release, of this delicious comedy).

"Harlow" A Big Hit in Johannesburg

Ronald A. Dwyer, Paramount special representative in the Republic of South Africa, cabled Milton Goldstein as follows the day after the premiere of "Harlow" at the Capri Theatre:

LAST NIGHT'S CAPACITY AUDIENCE AT "HARLOW" PREMIERE ACCLAIMED FILM AS OUTSTANDING ENTERTAINMENT. THIS OPINION FULLY ENDORSED BY RAVE PRESS NOTICES. RAND DAILY MAIL QUOTE NO DOUBT HARLOW AND BAKER GREAT. INDISPUTABLY IT IS TWO HOURS OF THE SCREEN'S BEST BUSINESS UNQUOTE JOHANNESBURG STAR QUOTE A STRANGELY TOUCHING STUNNINGLY EYE-CATCHING FILM UNQUOTE

Mr. Dwyer's letter continued the tone of success by saying: "Last night's premiere at the Capri was put over with the usual Ster showmanship...." He enclosed the press notices referred to in the cable, and then closed on this note: "'Harlow' will be playing through the Christmas and New Year holidays, so we should get a 10-week run at the Capri Theatre.

INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



NEW YORK - Winner of the "Red Line 7000" Amphicar Race" across the Hudson River from New Jersey (background) to Manhattan, was Raymond Bowe, shown here, with companion, receiving the trophy. Presenting the cup, gift of producer Howard Hawks, is Richard Brooks, ace Paramount publicist and promoter of this fine piece of showmanship.



NEW YORK - Four of the stars of "Red Line 7000" were guests of Joe Franklin on the Joe Franklin Show on WOR-TV (Channel 9) on November 22nd, and they were such splendid subjects and so charmed the viewers that Joe urged them to return. Shown above, 1 to r: Marianna Hill, Norman Alden, Gail Hire, Ray Eberle and Joe Franklin.

NEW YORK - Manhattanites are still blinking from the sight of a bevy of automobiles racing across the Hudson and so scaring the shad as to cause a drop in the roe market. Race, inspired by Howard Hawks' "Red Line 7000," was between a group of Amphicars - vehicles designed to travel equally well on land and on water. Stunt was widely covered by the press, TV and the top illustrated magazines, including Life. Of some consequence was the fact that the race occurred the day before "Red Line 7000" opened splash release in scores of New York neighborhood theatres. Smart timing indeed!

Amphicar race across the Hudson River, New York, was covered photographically by United Press International... We have seen the evidence!



NEW YORK - In the course of his trans-USA journey in the interests of "The Spy Who Came In From The Cold," the film's producer-director, Martin Ritt, at right, met the New York film press at a luncheon at Sardi's. With him are Paramount publicity manager Hy Hollinger, left, and Ray Gallo, editor of Greater Amusements.



BEVERLY HILLS, California - John Wayne, who has completed his co-starring role in the Howard Hawks production, "Eldorado," was a happy father when his youngest son, Patrick, was married to Miss Margaret Ann (Peggy) Hunt at Christ the King Church here on December 11.

An Allen & Rossi Party

Before the comedy team of Marty Allen and Steve Rossi left New York to start filming of "The Last of the Secret Agents?", Paramount 'flung' a major press cocktail party for them at the Regency Hotel.

U.S. and international newspaper representatives were there in full force, and many Paramount executives were pre-

sent and enjoyed the popular reception given the funmaking duo. Below, at left, they are shown with Paramount's founder, Adolph Zukor and his daughter, Mrs. Mildred Loew.

Below at right, Allen and Rossi are joined by Martin Davis, vice president in charge of public relations, and Paramount International's Milton Goldstein.

Allen and Rossi have jokes and routines for the whole wide world - as "The Last Of the Secret Agents?" will demonstrate.



The Director of this Epic Production



Director René Clément and one of the internationally-popular stars of the film, Jean-Paul Belmondo

René Clément has been making motion pictures since he was twenty. It was his original intention to be an architect, but when his father died, he turned to the making of film documentaries. One of his earliest ventures was a rather amazing film shot in Yemen, but the negative and only print were lost without a trace -- a mishap which M. Clément has protected himself against ever since.

René Clément met the lovely, talented lady who became Mrs. Bella Clément, in 1939, and they were married in Toulouse at the start of World War II. He was a French soldier during the early war years and became a cameraman during the Occupation. His wife had originally studied for the stage, then turned to anthropology, but later took up script writing and so she and René made a production team. They lived through the Occupation years without acceding to the German pleas to make films, preferring to go hungry instead. These were indeed the formative years leading to the dedicated work which has gone into "Is Paris Burning?"

The emergence of René Clément as a great international director came with his production of "The Battle of the Rails." Then in 1946 those attending the Cannes Film Festival were amazed to find that 3 of the major films offered had been made by an "unknown young director" named René Clément.

Since then there have been many René Clément masterpieces, including "Forbidden Games," "Gervaise," "Monsieur Ripois" and "Purple Noon." But ever since his grim days in the Occupation-ridden city of Paris, and his actual viewing of the Liberation, he has wanted to make that story.

Now he has actually made it in "Is Paris Burning?"

And his fame shall live forever!

Charles Boyer, one of the great film's host of international stars, is interviewed on the Place De La Concorde by Bertil Unger, noted Swedish film correspondent.



Mighty Duo....

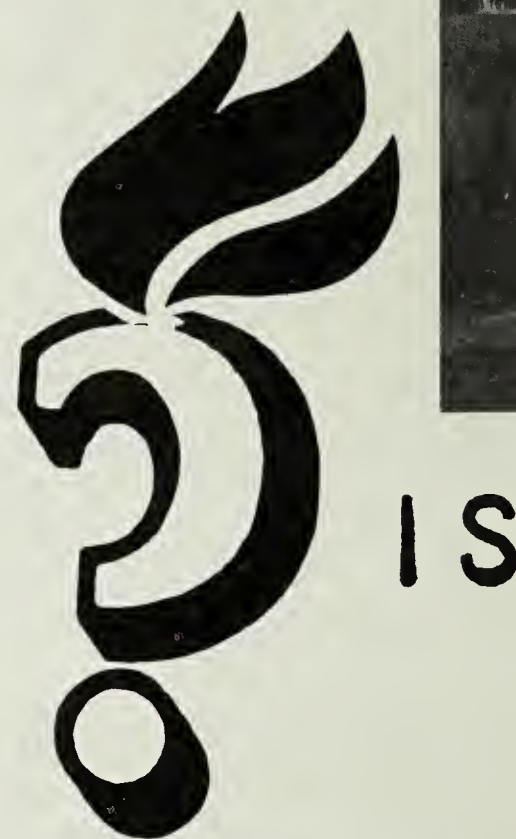
Two men who will share mightily in the triumph of "Is Paris Burning?" At right is producer Paul Graetz, and leaning on a walking cane, with the inevitable scene viewer around his neck, is the ebullient Rene Clement, maker of many screen classics, but with "Is Paris Burning?" destined to tower over all the others.



International celebrities by the score paid visits to the sets during the production of "Is Paris Burning?" Here the Duke of Windsor chats with producer Paul Graetz. At left is co-star Orson Welles.

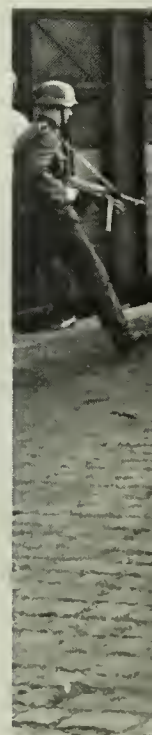


The Flaming Question --



THE DELEGATES CONVENTION OF

Leslie Caron's impassioned plea for her husband's life - a film vignette that will never be forgotten by the tens of millions of picturegoers around the world who will see, and glory in, "Is Paris Burning?"



ALL SHOOTING ON "IS PARI



PARIS

BURNING?

THE PARIS PARAMOUNT
1966 HAVE THE ANSWER



COMPLETED BURNING?"

This is Paris' Rue Rivoli, and the beginning of one of the greatest real-life sorties in history — the surprise, lightning-like attack on the German Army of Occupation Headquarters in the Hotel Meurice. "Is Paris Burning?" is literally a tapestry of electrifying episodes in the Liberation of Paris, one of history's all-time-great adventures.

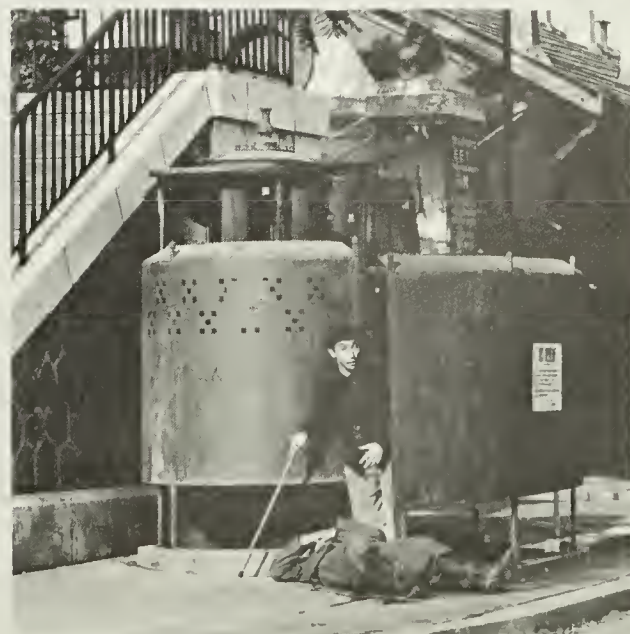


The eagerness of Paramount executives to know more and more about this great picture was boundless. Above, left to right, are Henri Michaud, co-star Gert Froebe, James E. Perkins, René Clément and Harry Meyen.

RIGHT

An incident, functional as life itself, yet a grim and glowing depiction of what the Liberation meant even to the human derelicts who had lived through the Occupation.

Still another individual incident that will never be forgotten by the beholder of "Is Paris Burning?"



HOME OFFICE NEWS ITEMS



This vacation shot of Evelyn Muldow, secretary to Charles Boasberg, Para. Distribution's vice president and general sales manager, was made in a Mexico City nightclub. With Evelyn is Howard Rochlin, formerly of Trinidad and Home Office, and now in a special sales capacity in the Mexico City or-

ganization. Before reaching Mexico City, Evelyn had a lovely time in Acapulco; and once she had gotten to the capital she advises that she was "wined and dined by Howard and Mr. and Mrs. Hank Gordon." (Mr. Gordon being Paramount's Latin American division manager).

Mario Ghio, who loves the tropical areas of the Western Hemisphere, spent the holiday weeks at Jamaica's lovely Montego Bay. Says that the natives still talk of the gay times that were prevalent when the company filming "Oh Dad, Poor Dad, Mamma's Hung You In The Closet And I'm Feelin' So Sad" focussed so much attention on the area.



RECALLING A HAPPY EVENT

This was the wedding party scene on October 24th last at New York's Hotel Roosevelt when Milton Kirshen-berg and Linda Salzberger were married. They are shown standing, with J. William Piper at left, and George G. Hoff and Benjamin Fincke at right. Seated, l to r: Mrs. J.W. Piper, George Weltner, Mrs. Perkins, James E. Perkins and Mrs. Fincke. (Mr. and Mrs. James H. Richardson also attended, but left before the photograph was made).

BOWLING NOTES With just four weeks remain- in the split schedule, TONY CURTIS and STEVE McQUEEN are fighting for the first-half champion- ship. Currently, CURTIS leads by 3 points. The winning team is assured of collecting trophies at the end of the season when they will meet

You may not know when you're well off, but the Internal Revenue Depart- ment does.

the winner of the second half. In the individual races, Marilyn Bettinger holds all the cards among the gals. Her 148 average



NEW YORK - Paramount International's J. William Piper, Mrs. and Mr. Hugh Owen and Mrs. Hy Uchitel at the Waldorf As- toria supper party following the charity preview of "The Spy Who Came In From The Cold" at the DeMille Theatre.

is out of sight of the gals as is her 511 three-game total. Her high game of 187 is within range of Bette Baumann and Rosalie Signorelli, both of whom have a 169. In the Special Spare-Shooting Contest, Grace Ganguzza leads with 7. Among the male members, Ed Lester has a slight edge in the average parade with a weak 157 (there's a distinct impression here that everybody is holding back). In the 3-game total, Dr. Warshaw leads with a 562. Among the top games are: John Kelley 200, Joe Wood 209 and John Rub- inich 214.



Paramount Board Chairman Barney Balaban and Paramount Film Distribution Vice-President Martin Davis and Mrs. Davis at the post-preview party for "The Spy Who Came In From The Cold."

The ALLEN & ROSSI team will represent the League in the 22nd Annual Men's Journal-American Tournament on opening night, Saturday, March 12th. The personnel of the team will consist of the top five available men... and we hope their scores will create as much attention as their bowling shirts. So many spectators have inquired as to whether they can purchase our shirts that we are almost tempted to put them on sale.

- Bob McKeown



Sophia Loren and Jack Hawkins as they appear in JUDITH, the current thrilling attraction at New York City's Radio City Music Hall.



TONY FRANCIOSA (above), who recently completed a starring role with Frank Sinatra and Virna Lisi in "Assault On A Queen," is now co-starring with Ann-Margret in her first Paramount picture, "The Swinger." George Sidney is directing the romantic comedy.



TOWNSVILLE, Australia - A toast to the "Hit-Making" film company is offered at the "A Day With Paramount" ceremony here by Paramount managing director Robert L. Graham (left) and Bill Maloney, managing director of Far Northern Theatres of this city and Cairns, Queensland.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



LONDON - Peter Cushing, who stars in Paramount's "The Skull," with Mrs. Michael Levington at the Plaza Theatre premiere of "Sands of the Kalahari."



HOLLYWOOD - Mr. and Mrs. Howard W. Koch, Skip Ward and his date, Ceilia Kaye, at the special screening and supper party for "The Slender Thread" at the Directors Guild. Skip Ward has a role of top importance in "Is Paris Burning?"

LIMA, Peru - Notables attending the premiere of "In Harm's Way" at the Tacna Theatre. Reading from left: Dr. Eduardo Cáceres, Director of the Instituto de Enfermedades Neoplásicas; Mrs. Eduardo Cáceres; Mrs. Daniel Becerra de la Flor, wife of the Prime Minister of Peru; Mr. John Wesley Jones, United States Ambassador in Peru; Dr. Daniel Becerra de la Flor, Prime Minister of Peru; Miss Frances Wesley Jones, daughter of the U.S. Ambassador; Sr. Mario Cabrejos, Mayor of Miraflores; Dr. César Ugarte, Jr., Commandant of the American Legion.



TEL AVIV, Israel - Paramount manager Ladislav Koch and Mrs. Koch (right) with Mr. K. Greidinger at the recent party celebrating the 20th anniversary of Paramount in Israel. Mr. Greidinger is the owner of Cinemas Chen and Gat, Tel Aviv; Cinema Armon of Ramat Gan; and Cinemas Armon, Chen, Peer, Endor and Orly of Haifa.



HOLLYWOOD - Producer A. C. Lyles and Mrs. Lyles at the special screening and supper party for "The Slender Thread" which was hosted at the Directors Guild by Howard W. Koch.



LONDON - Mr. and Mrs. Eric Maxwell (ABC Cinemas) attending the Plaza Theatre premiere of "Sands of the Kalahari."

MELBOURNE, Australia -- Exhibitor Bill Howard (of the Esquire, Elsternwick) and Mrs. Howard at the celebration of "A Day With Paramount" with Paramount managing director Robert L. Graham, right, and general sales manager Jack Edwards.



J.F.KENNEDY INTERNATIONAL AIRPORT, New York -- Verna Lisi, co-star (with Frank Sinatra) of "Assault On A Queen," arriving for press, TV and radio interviews prior to going on to Italy.



LONDON - Max Gayton (left), manager of the Plaza Theatre, welcoming Sir Donald and Lady Wolfitt to the premiere of "Sands of the Kalahari." Sir Donald will be long remembered for his great role in "Becket."



HOLLYWOOD - Paul Nathan (above) begins his 20th year as associate producer with Hal Wallis under a contract option just exercised by the independent film-maker releasing through Paramount Pictures.



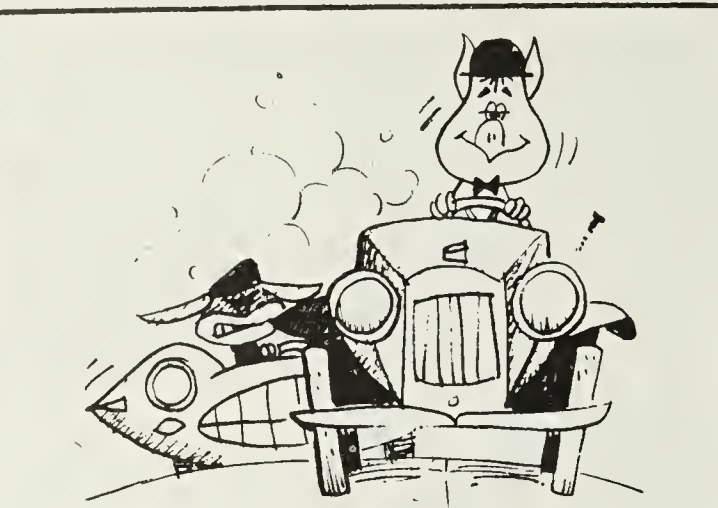
NEWS OF THE NEW PARAMOUNT SHORTS



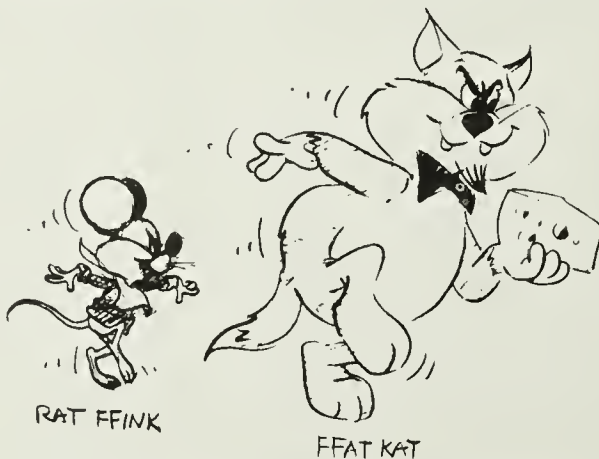
One of the exciting additions to the "Sports In Action" series produced so expertly by Winik Films is the yachting special, "Race With The Wind," filmed at the Larchmont Yacht Club on New York's Long Island Sound. And in Nature's loveliest color.

Most of the sailing techniques are demonstrated by 'Cornie' Shields, one of America's foremost yachtsmen.

"Mirror of Spain," a colorful 17-minute short feature depicting the beauty, culture and customs of Spain as seen through the eyes of a pretty blonde North American schoolgirl, has a high priority on Paramount's short features release schedule for 1966. Picture was produced for the J.C. Penney organization and its credits cite "Wardrobe by Penney's." Film takes the young lady, depicted below, on visits to Granada, Seville, Malaga, Segovia, Saragossa and Toledo.



Caption accompanying this sketch made by Paramount's Short Features Studio said: "It's a race to the finish (Bam!) between 'Roadhog' (the line-straddler) and 'Rapid Rabbit' (the hot rod). We call it SICK TRANSIT - and that's an understatement."



Here are two more Paramount cartoon characters -- 'Rat FFink' and 'FFat Kat.' Concerning them, Cartoon executive Howard Post says: "When 'Rat FFink' and 'FFat Kat' go at it in the hallowed halls of a modern art gallery, the result is 'OPP, POP, WHAM AND BOP' (title of the short), and you can throw in 'Bang' and 'Pow' for good measure."



"Ladders Up," also produced in the Winik Films "Sports In Action" tradition, is a thoroughly informative and exciting picturization of the annual athletic meet of the Long Island (New York) Volunteer Firemen. It is in full color.



RIGHT

Trade paper story on Paramount's Short Features programme for 1966 appeared in a December issue of Motion Picture Herald. It indicates that the Short Features plans of our company are being pursued in the same spirit as our Feature offerings.

Enlargement Seen In Order for Reels

By HERB GILLIS
(Paramount's Shorts Manager)

In response to an increased demand from exhibitors, Paramount Pictures has enlarged its short subjects program to a total of 50 releases for 1965-66. This new program, which marks an increase of 10 releases over the previous season, is Paramount's most ambitious short subjects schedule in recent years.



GILLIS

Paramount's short subjects are an integral part of the company's overall production - distribution program, and have been providing a steadily increasing source of revenue. Among the factors contributing to this upsurge have been the cut backs of double-feature policies in many areas, a steady rise in Saturday and specially - sponsored "kiddie" programs and a wide public demand for interesting and off-beat "live-action" subjects.

Color has also meant a lot to the success of short subjects, because it still gives the majority of people something they can't see at home. That's why Paramount's program for 1965-66 is virtually 100 per-cent color.

Like feature producers, the short subjects makers are constantly looking for "new faces." This year Paramount has two, the delightful cartoon characters, "Nudnik" and "Honey Half Witch." In all, Paramount will have 35 color cartoons, including seven "Noveltoons," seven "Modern Madcaps," seven "Honey Half Witches," six "Nudniks" and eight "Popeye Champions." With the exception of the William Snyder "Nudnik" series, all of these cartoons are produced by Paramount Cartoon Studios.

In the area of live-action shorts, "Two-Reel Specials" are being increased to a total of four and "Travel Adventures" to a total of five. In addition, there will be six "Sports in Action," produced by Winik Films, which is one of the most popular series released by Paramount.

Among the important live-action shorts upcoming from Paramount are "Jumping Frog Jubilee," "Race With the Wind," "The Longest Bridge," "San Francisco, San Francisco, San Francisco" and "Ladders Up."

"A DAY WITH PARAMOUNT" HAS BLOSSOMED BEAUTIFULLY IN AUSTRALIA-NEW ZEALAND

"A Day With Paramount," the day on which Paramount executives meet their customer exhibitors and their spouses socially, has grown in popularity and prestige ever since its introduction by Robert L. Graham, managing director, several years ago. (We mention 'spouses' because a number of the film exhibitors in Australia are ladies). The event is a summer one, and observances of it have already been held in Sydney, Melbourne, Adelaide, Brisbane, Perth, Townsville and Bundaberg. We show representative glimpses of "The Day" on this page and elsewhere in the issue.



Adelaide

From left: Lance Gliddon, Flinders Drive-In, Pt. Augusta; hostess Alba; W.A. Holdness, Burra; managing director Robert L. Graham; hostess Gerda; John Harvey, Maitland.



Melbourne

From left: Paramount manager Wes Loney; hostess Pam Cairns; Jack Butler, Alexandria; Warwick Higginbotham, Yarram; Paramount sales rep. Bill Le Good; Mrs. Higginbotham; Roy Farmer, Boronia; Harry Davidson, Queenscliff.

Brisbane

(Rear): Hostess Petrea; Marshall Palmer, Starline Drive-ins at Ipswich, Maryborough, Rockhampton; ATQ Channel 7's J. O'Callaghan; Bob Dunning, Kilcoy; (Front): Mr. and Mrs. Ted Boustead, Civic, Valley; Mrs. J. McGregor-Lowndes, O.B.E.; Mrs. Bob Dunning; hostess Kay, and Robert L. Graham, mng. director.

Sydney

Keith Moremon, Greater Union; Stan Fitzallen, Robert L. Graham; hostess Margaret; David Joel, Snider & Dean; hostess Lili; David Williams; Herb Hayward, Greater Union; Jack Edwards.



Townsville

From left: John Morrison of Norline Drive-In; W. Craddock, Alfred Shaw Co.; Mrs. C. Kertland; Mrs. J. Morrison; Mrs. George Till; Paramount sales rep. Keith Farrands; Mrs. W. Craddock; Mr. and Mrs. Tony Micale, Sugarma Theatre, Mourilyan.



Perth

Pleasure is evinced by four who had just seen "Red Line 7000" at the "A Day With Paramount" screening. From left: Paramount managing director Robert L. Graham; Alan Bohnsack, resident manager of Hoyt's Theatres; Cliff Searl, managing director, City Theatres; Frank Davenport, City Theatres chairman of directors.



Bundaberg

From left: 'Snow' Herrenberg of Gin Gin; Mr. and Mrs. Johnson of Gayndah; Mrs. and Mr. Bernie Monk, with theatres at Eidsvold, Cracow and Wondai; hostess Dor-elle; Paramount sales rep. Keith Farrands; Skepper family, Mount Perry exhibitors.



本期內容注重於派拉蒙英國和歐洲的同人為配合偉大的新片陣綫集合在巴黎舉行的發行會議。本公司有史以來，每年的開始，從來沒有像一九六六年那樣的隆重、熱情和順利，也從來沒有這麼多優秀的巨片和這麼好的領導，如果我們能盡力推進，我們不難達到派拉蒙的高峯。

巴黎會議之後，接着將在明年二月初舉行同樣的香港會議，

派拉蒙巴黎會議 將展開最偉大的一年

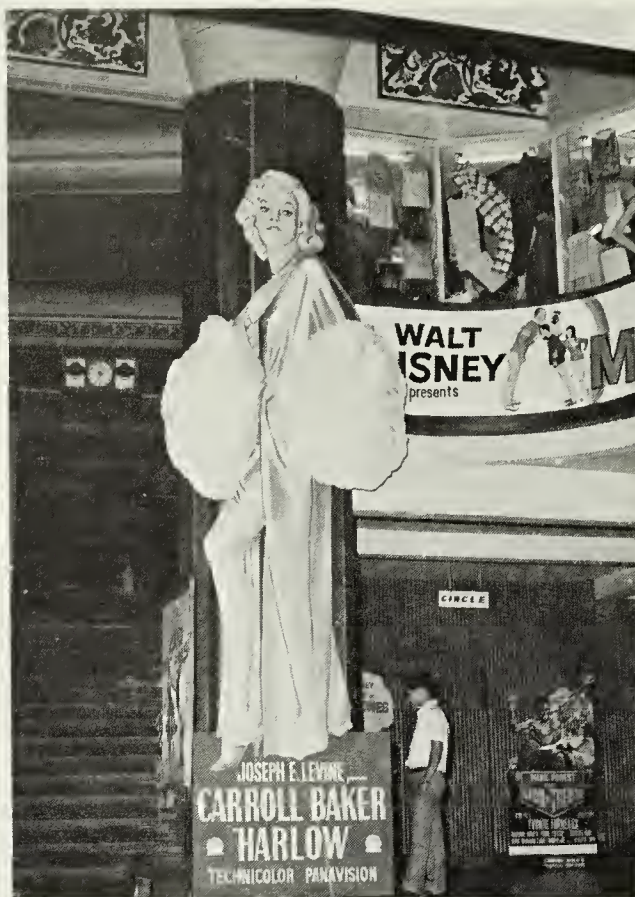
二月底舉行雪梨會議，在短期內還將在南美洲舉行一個或二個會議。魏德納（George Welner）總裁與海外總裁潘金士（James E. Perkins）及歐洲總經理米爾（Henri Michaud），與英國總經理海特萊（Russell W. Hadley Jr.）將率領英歐各地經理出席巴黎會議。各地經理參加會議的名單容後發表。

我們謹祝巴黎會議成功，並有美滿收穫。

又將成為自「十誡」（The Ten Commandments）以後派拉蒙最大巨片的「Is Paris Burning?」，將在這次巴黎會議中成為重要中心之一，對將來這部全世界發行的細則，將在會議中提出討論。我們相信這部巨片將來一定會成功，魏德納總裁對它寄予極大的希望。（以後數月，我們將選刊這部巨片的偉大場面和報他足以表示它偉大的圖片和報導。）

我們在本期中還有「海上長城」（In Harm's Way）在各地成功的報導。現在這部巨片繼續在全世界各地獻映，情況熱烈，這也是各地對它努力推進的成績。我們還得到最後消息，在十

Suzanna Leigh takes Elvis Presley's mind momentarily off Hawaiian food in "Paradise, Hawaiian Style" - but that doesn't prevent Elvis from singing at least 10 lilting songs, nor from making this the very best of his great Hal Wallis productions.



SINGAPORE - Massive figure of Carroll Baker as "Harlow" in the lobby of the Cathay Theatre during the run of the big Paramount release.



SINGAPORE - Poster announcing one of the most popular entertainment stunts ever arranged in this city -- a "Roaring 30's Night" in conjunction with the release of Paramount's "Harlow." Event, which had some dazzling prizes attached to it, attracted a capacity attendance at the Singapore Hotel.

HAMBURG, Germany - Striking front of house display for "The Amorous Adventures" of Moll Flanders" at this city's Ufa Palast, situated on one of Hamburg's busiest streets.

This column, received too late for publication, was intended for last month's issue. Because it has so much good news, we are not denying it publication.

我們將歡欣和勝利的進入一九六六年

由於魏德納（President George Welner）總裁於十一月初在紐約與芝加哥舉行的發行會議上所宣佈的一連串優良新片，我們派拉蒙各地全人在發行上已面向了最大的挑戰。這些新片的娛樂性是史無前例的。大家對魏德納先生的領導和攝影場方面高文（Howard W. Koch）的努力，寄於很大的信心和熱望。

這些發行會議的報導在本期中佔重要篇幅之一，並有很多從好萊塢和各地拍來的電報，表示對這些正在攝製中的新片已獲很廣大的期望。

其中之一……「Is Paris Burning?」，在本期中編者仍頗為注意。一部份的資料是編者在歐洲度假時由里斯本飛往巴黎，順道參觀實地拍片情形和看到最近拍攝的毛片（Rushes）而得到的。編者對這部巨片印象之佳，非文字所能形容。

本期中還報導我們國際公司總裁潘金士（James E. Perkins）半年一度的歐洲業務考察，他經過了倫敦、巴黎、布魯塞爾、法蘭克福、慕尼黑、羅馬、巴塞羅納、里斯本等處，剛好使他對「Is Paris Burning?」的攝製進展

情形，看得很清楚。在巴黎的一次午餐會中，他還說出派拉蒙最新喜劇「Alfie」的消息，該片由米高·堅（Michael Caine）主演。似乎他在離開紐約之前曾接到派拉蒙英國總經理海特萊先生（Russell W. Hadley Jr.）的電話。說按照海特萊的意見，該片是他生平所見最佳的十二部影片之一。到倫敦後，潘金士先生特地將這部新片試映，他完全同意海特萊的看法。那又增加了一部派拉蒙一九六六年的巨片。

每放映一次新片「Judith」都不但使人覺得它是一部蘇菲亞·羅蘭（Sophia Loren）的巨作，並且使人更相信它是一部最好的戲劇片，蘇菲亞·羅蘭可因此成為不朽的女明星。同時該片

已被選為紐約雷電音樂廳大戲院（Radio City Music Hall）一九六六年放映的第一部巨片，它將領導一大串派拉蒙巨片在一九六六年名列前茅。

本期中還發表了「江湖豪客」（The Carpetbaggers）的全球發行宣傳競賽的結果，和兩位優勝者——澳洲的華羅伯（Alan Wardrop）和西德的羅喬（Werner Rohau）來美國領獎的情形。他們出席了若干次派拉蒙和恩培基（Embassy）公司的宴會，同時也很幸運的正好參加了在紐約舉行的美國和加拿大發行會議，聽到了魏德納總裁發表的派拉蒙一九六六年的整個計劃。現在他們已經各自回到本區，將他們這次旅行中所得，付之實施。



FAR EAST FILM NEWS



HOLLYWOOD - Far East division manager Svend A. Henriksen with Elke Sommer and Stephen Boyd on the set of "The Oscar" during his fairly recent visit to the Paramount Studios.



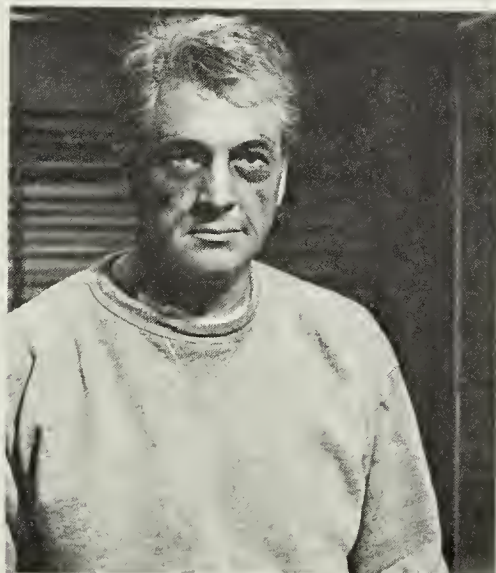
MANILA, Philippines - Seamanship-showmanship for "In Harm's Way" aboard the Philippine Navy Troopship "RPS Roxas" during the change of command ceremony held aboard the vessel in advance of the premiere of "In Harm's Way" at the Galaxy Theatre.



BOMBAY - Some of the "Zulu" side-of-the-theatre panels at the New Empire Theatre during the recent engagement of the big Levine production released by Paramount.



Martha Hyer and Clint Walker appear calm and peaceful in this scene, but once "The Night of the Grizzly" gets under way they begin to know the meaning of real terror. Especially when the giant grizzly bear strikes at their children and their home.



The Rock Hudson nobody has ever seen before.....The Rock Hudson of "SECONDS," one of the most fascinating films in all Paramount history.

RIGHT

One of the truly big film events of 1966 is undoubtedly the premiere of Paramount's "Judith" at the Radio City Music Hall (taking place in New York City at about the time this issue of Paramount World is appearing).

Picture has been given a momentous advance campaign by the Music Hall management, which expects the Sophia Loren starrer to achieve a triumph.

HOLLYWOOD - The comedy duo of (Marty) Allen and (Steve) Rossi flank an industry visitor from Australia. He is A. J. Helgeson, general manager of Cinesound Studios, which among other activities produces produces a very fine newsreel. Mr. Helgeson wanted some current Paramount activity material for that reel. He visited sets of "The Last of the Secret Agents" the Ann-Margret picture, "The Swinger" and the NBC-TV production, "Bonanza." He also lunched in the commissary.



SINGAPORE - Engagement of "Harlow" at the Cathay and Palace Theatres resulted in one of the most comprehensive, and effective, showmanship campaigns this city has ever seen. This was one of several massive floats which toured the whole city area for many days. At top is the front of the Cathay, with a special announcement concerning the Theatre's Massive Fashion Show. Another great piece of related showmanship was the "Roaring 30's" Night at the Singapore Hotel, with a great popular dance contest and dazzling prizes for the best interpretations of dances of the "Harlow" period.





HOLLYWOOD - Belgium's Cine-Revue correspondent Jennie Dhont chatting with Frank Sinatra's daughter, Nancy, on the set of "The Last of the Secret Agents?".

Show me a man who understands women, and I'll show you a man who is in for a big surprise.



Tony Curtis, in the role of a multi-marrying male in "My Last Duchess," welcomes to the nuptial parade another luscious female (Zsa Zsa Gabor), who has only a slight idea of what she is really in for. The frisky farce, in gorgeous Technicolor, was filmed with an expert eye for the topographical beauties of land and lady in the Mediterranean areas of La Belle France.

DES CONVENTIONS DE VENTE INAUGURENT LE DEBUT DE LA PLUS GRANDE ANNEE DE PARAMOUNT

Ce numéro de Paramount World salue les délégués des Paramountiers de Grande Bretagne et d'Europe Continentale, réunis en convention pour mettre à exécution les plans de vente et de distribution allant de pair avec l'importance massive de la Nouvelle Production Paramount. Nous n'avons jamais vu dans l'histoire de notre Société une année commencer sous de plus brillants auspices que 1966 ; nous n'avons jamais eu à notre disposition une série aussi encourageante de grands films ; nous n'avons jamais eu de tels chefs à notre tête ; nous n'avons jamais connu un tel enthousiasme ; nous n'avons jamais été aussi sûrs, si nous accomplissons ce dont nous sommes capables, de parvenir victorieusement sur la cime de notre célèbre montagne Paramount.

La convention de Paris sera suivie par une autre à Tokyo, au début de février, par une troisième à Sydney, vers la fin du même mois. Très rapidement, des dates seront également fixées pour une ou deux conventions en Amérique Latine. Le Président George Weltner et le Président de Paramount International, James E. Perkins, assisteront à la convention qui se tiendra à Paris avec Henri Michaud, à la tête de la délégation de l'Europe Continentale et Russell W. Hadley, Jr., à la tête de celle de Grande Bretagne. Nous donnerons en temps utile le nom des Directeurs qui seront aussi présents à cette réunion.

Entre-temps, nous adressons nos chaleureuses salutations à tous ceux qui seront à Paris. Puissent toutes leurs délibérations s'écouler dans un merveilleux climat.

"PARIS BRULE-T-IL ?" constituera l'apogée

de la Convention de Paris. Il est presque certain qu'on montrera aux délégués des séquences de ce film Paramount, le plus grand de tous depuis "LES DIX COMMANDEMENTS". On discutera à peu près sûrement les détails de l'exploitation dans le monde entier de ce film sur lequel le Président George Weltner fonde de si puissants espoirs. (Au cours des mois à venir, nous publierons dans les pages de Paramount World des aperçus soigneusement choisis pour établir la grandeur de cette production).

Nous éprouvons un véritable plaisir à consacrer des colonnes de notre magazine au succès mondial ininterrompu du film d'Otto Preminger "PREMIERE VICTOIRE". Ce film continue sa carrière autour du globe, établissant de splendides records qui sont obtenus grâce aux extraordinaires campagnes de lancement qui font toujours partie intégrante du succès des bons films.

En ce qui concerne les dernières nouvelles, nous avons la possibilité de vous donner des compte-rendus réels sur le triomphe fracassant remporté à la fois par "L'ESPION QUI VENAIT DU FROID" et "LE FIL TENU", sortis l'un et l'autre à la fin de décembre pour se qualifier dans la course aux "Oscars". Nous basant sur ces compte-rendus, il nous paraît assuré que Paramount figurera en bonne place lorsque les candidats à cette récompense seront annoncés à la fin du mois prochain (Février).

La curiosité, qui est née au moment où Paramount a annoncé le personnage de "NEVADA SMITH" serait porté à l'écran dans une production Joseph E. Levine distribuée par Paramount, et qui a atteint son point culminant lorsque l'on a su que ce serait Steve MacQueen qui incarnerait ce héros, s'est transformée en un enthousiasme débordant depuis que les dirigeants de la société ont vu le film terminé. Voilà une autre raison majeure de considérer 1966 comme une année triomphale pour Paramount.



PARIS - During the Paramount Theatre engagement of "The Amorous Adventures of Moll Flanders," many eminent Paris book stores carried displays of the French edition of Daniel Defoe's celebrated book, complete with illustrated wraparound of Kim Novak as 'Moll.' The store above is "Del Duca" on the Boulevard. Other noted bookstores with similar displays were "Flammarion" and "Carrefour," also on the Boulevard.

The title of "Is Paris Burning?" is starting to appear as a provocative question in crossword puzzles. A recent puzzle in The New York Times was:

26 "Is _____ Burning?"

EUROPE



BERLIN - On a location here for the Harry Saltzman production, "Funeral In Berlin", are, l to r: Director Guy Hamilton, Art Director Adam and Production Assistant Coshier. "Funeral In Berlin" will star Michael Caine.



BASLE, Switzerland - Interestingly placed poster for "In Harm's Way," displayed by the Messe Cinema in connection with the Otto Preminger film's recent engagement there.

LISBON - Full complement of the Paramounteers of Portugal who stayed in the office beyond working hours in order to be photographed with the editor of Paramount World who was in the lovely country of Portugal on vacation.

Standing, l to r: Eduardo A. Franco, head booker; Joaquim da Silva, asst. head shipper; José Manuel Cruz, biller; Eduardo Kaizeler, shipping helper; Mariano de Sousa, 2nd. asst. booker; Mrs. Maria Constança Serra, manager's secretary; Mrs. Maria Graça Fernandez, cashier; Miss Maria dos Anjos Pinto, 1st asst. booker; Miss Helena Candanedo, film inspectress; Albert Deane; Mrs. Violeta dos Santos, film inspectress; Emilio Prister, manager; Mrs. Alexandrina Kalepsky, special aide to the manager. (Front) Augusto Conde, chief accountant; João Rodriguez, ad sales head; Carlos Firmino, head shipper; Alberto Goncalves, clerk.



ATHENS - Another showman-ship example of why this city's Athineon Theatre is the top cinema centre and one of the world's best known film theatres. This display is for "Harlow" and the theatre's owner and director -- exhibitor-distributor-producer Savas Pylarinos -- is standing at right.



TEL AVIV, Israel - Paramounteers at the gay and friendly party celebrating the 20th anniversary of the Paramount organization in Israel. Function was held at the Dan Hotel and was attended by officials of the government as of the film industry and also solidly by the representatives of the press. Shown in the group (l to r) Miss Ruth Hasson, Chaim Schneideman, Manager and Mrs. Ladislav Koch, Mrs. Sara Panner, Mrs. and Mr. Kalman Peer, Mrs. and Mrs. Zwi Pettel, Benzion Zeltzer, Jacob Ishvi.



HAMBURG - Strategically placed and highly effective advertising for "In Harm's Way" in the continuously busy railway station here. Preminger film was at the City Theatre.

VIENNA - The 2-weeks engagement of "The Amorous Adventures of Moll Flanders" in 3 first-run theatres, day-and-date, was eminently successful.



Meet Miss Barbara Harris



These four pages from the December 14th issue of Look Magazine are about a loveable, zany, quite unforgettable young lady you are going to love from the first moment you meet her in "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad." She is Barbara Harris, and those of you who saw her in the Off-Broadway show from which the Seven Arts picture has been made (with Rosalind Russell as star) are in love with her already. She is currently in a fine musical on Broadway, and the circle of adulation is growing rapidly. But nowhere near as quickly as it will when "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad" starts happy-fying the comedy-loving film fans all around the world. At right we show a 'straight' photograph of Barbara as she appears to her lawyer, her banker and her friends.



HOLLYWOOD - Michael Caine, star of the rollicking Paramount comedy, "Alfie," with internationally renowned columnist Hedda Hopper at last month's Howard W. Koch cocktail party and dinner for the star at the Beverly Wilshire.



The techniques of 'promising' get a delightful going over in "Promise Her Anything," with the aggressive technique demonstrated by Warren Beatty, and the acquiescent technique by Leslie Caron. Any and every adult will learn a lot from seeing this dizzy, delightful comedy of modern mores and manners.

Rewarding Premiere

NEW YORK - The benefit preview of "The Spy Who Came In From The Cold" at the DeMille Theatre on December 16th raised more than \$50,000 for The Hospital For Special Surgery.

A capacity audience of over 1,400 celebrities, government leaders, civic officials and opinion makers filled the theatre for the gala black-tie event.

On hand were producer-director Martin Ritt, actors Sam Wanamaker and George Voskovec, and composer Sam Kaplan. They joined a large group of notables that included Mayor-elect John Lindsay, U.N. Ambassador Arthur Goldberg, John Eisenhower, Congressman Ogden Reid, Richard Rogers, Roddy McDowell, Otto Preminger, Robert W. Sarnoff and many others.

One's Susannah - the other's Suzanna. Both are British, blonde and beautiful. Both are stars in their own right. At right is Susannah York, whose latest film is "Sands of the Kalahari. Other blonde is Suzanna Leigh, whose "Boeing Boeing" is in release, and whose co-starring performance with Elvis Presley in Hal Wallis' "Paradise, Hawaiian Style" is sure to be a 1966 highlight.



LONDON - Arriving at the Plaza Theatre for the premiere of "Sands of the Kalahari" are Mr. and Mrs. Lewis Gilbert. He is the producer of the eagerly awaited comedy, "Alfie," starring Michael Caine.

NEWS OF THE PARAMOUNT SUBSIDIARIES

DOT RECORDS PRESIDENT WOOD APPOINTS TWO NEW VICE-PRESIDENTS



Robert Vartan



Larry Welk

Randolph C. Wood, president of Dot Records Corporation (a wholly owned Paramount subsidiary), has announced the appointment of Robert Vartan and Larry Welk as vice-presidents of the Corporation.

Said Wood: "Both of these fine men have made many valuable contributions to the continuing growth of Dot Records. It pleases me to make this announcement."

Larry Welk started with Dot Records on a part-time basis while still an undergraduate at Loyola University of Los Angeles working toward a degree in Industrial Relations. Following graduation and a 6-month tour of duty with the U.S. Air Force in 1961, Welk joined Dot full time as a field representative visiting distributors, branches and retail stores around the country. He was soon assigned to branch administration and credit.

In October, 1963, Welk was named Credit Manager and became permanently located at Dot's Hollywood headquarters. With the start of the Dot record Club, Dot added Club Managership to his duties. In June of this year, Larry Welk added another hat as Director of Personnel. He will continue to be in charge of all three of these functions as an officer of the Corporation.

Robert Vartan joined Dot Records as Controller in 1961 with an enviable background in education and experience

in financial and legal affairs. Holding both Bachelors and Masters degrees from the University of Michigan in Business Administration and a Bachelor of Laws degree from the University of Toledo, Vartan also earned a CPA certificate. He was retained immediately following graduation by the national accounting firm of Price, Waterhouse & Company where he was eventually raised to a Supervising Senior.

In his five years in the Army during World War II, Robert Vartan became Chief of Audit Section for the War Department, Detroit Ordnance District, and separated as a Major.

After several top financial posts for metal fabricating-oriented companies in Detroit and New York, Vartan joined Chrysler Corporation to become Chief Financial Executive for their Airtemp Division in Dayton, Ohio.

With the appointment of Vartan and Welk, Dot Records enlarges its



LONDON - Attending the Plaza premiere of "Sands of the Kalahari" with Paramount managing director Russell W. Hadley, Jr. and Mrs. Hadley was Herbert Brodtkin (left), president of Paramount's wholly owned television subsidiary, Plantus Productions. Mr. Brodtkin is also president of Titus Productions, TV producing company based in Paramount's Hollywood Studio.

Jo Stafford ---- Dot Records' Newest Star

In an industry where superlatives abound, one is hard put to come up with fresh adjectives to describe the superlative talents of Dot's newest recording artist -- Jo Stafford.



JO STAFFORD

Making matters even more challenging is Jo's marriage of true talents to world-famed composer-arranger-conductor Paul Weston. Together they can demonstrate more musical ability in a breakfast nook than fills most concert halls.

Take their newest album release produced by president Randy Wood. "Do I Hear A Waltz?" is an even dozen waltzes -- half performed in the traditional sweet style, half in a swinging upbeat tempo. With Paul Weston at the baton, the backgrounds are always fresh and often downright exciting. Miss Stafford renders the sweet selections with a style so pure and authoritative she could copyright it -- and the upbeat tracks with an intricate sense of rhythm that is the sure sign of the accomplished professional.

As a result, radio stations everywhere are playing "Do I Hear A Waltz?" and playing it for all it's worth.

Perhaps the best twin superlative one can render this brilliant pair is to say: Jo Stafford sings like Paul Weston arranges and conducts. And he arranges and conducts like she sings!

roster of Vice Presidents to five, including: Christine Hamilton, Executive Vice President and VP's George Cooper and Tom Mack.



BERLIN - Close shot of the effective travelling wagon which called the attention of the picturegoers of this city to "In Harm's Way" at the Zoo Palast (see Page 17). In the background is the famous Rathaus Schöneberg.

VERKAUFSTAGUNGEN BILDEN DEN ANFANG VON PARAMOUNT'S BEDEUTENDSTEM JAHR

Diese Ausgabe der Paramount World übermittelt Grüße für die Pariser Tagung der Paramounteers von England und dem ganzen Europäischen Kontinent, die sich zusammenfinden und mit Plänen für den Verkauf und Vertrieb, die der Größe des neuen Paramountgeschehens entsprechen, befassen werden. Nie zuvor in der Geschichte unserer Gesellschaft hat ein Jahr unter solch einem glücklichen Stern gestanden, als das Jahr 1966 und niemals hatten wir eine so anspornende Ansammlung von großartigen Filmen unter einer derartigen Leitung und noch nie war die Begeisterung so groß. Die Gewißheit war nie zuvor so groß, daß, wenn wir all das verwirklichen werden, wozu wir fähig



JAMES CAAN

As a result of James Caan's standout performances in two Howard Hawks productions, "Red Line 7000" and "Eldorado," the young actor has been signed by Paramount and by Hawks' Laurel Productions for four additional films.

Caan made his film debut in "Lady In A Cage."



HOLLYWOOD - Mirth was rampant on the set of "The Last of the Secret Agents?" when Allen and Rossi turned their comedy talents loose on the foremost German film correspondents in the motion picture colony --- Bert and Hilde Reisfeld. This rollicking interview was followed by an equally mirthful lunch in the commissary.

sind, wir als Sieger den Gipfel des historischen Paramount-Berges erreichen werden.

Der Tagung in Paris wird Anfang Februar ein Treffen in Tokio folgen, und im gleichen Monat zu einem späteren Zeitpunkt planen wir ein Treffen in Sidney. In Kürze werden die Termine für eine oder vielleicht sogar zwei Konferenzen in Südamerika festgesetzt werden. Präsident George Weltner und Mr. James E. Perkins, Präsident von Paramount International werden auf der Pariser Tagung unter den Anwesenden sein, zu der Henri Michaud den Vorsitz der Europa-Delegation führt und Russell W. Hadley jr. die Londoner Gruppe leitet. Die Namen der Vorsitzenden der späteren Treffen werden in Kürze bekanntgegeben.

Doch in der Zwischenzeit grüßen wir alle Mitglieder der Pariser Tagung und sprechen den Wunsch für ein in jeder Beziehung erfolgreiches Gelingen aus.

"BRENNT PARIS?" wird das bedeutendste Leitthema der Pariser Convention sein, und wir können fast mit Sicherheit sagen, daß die Teilnehmer Ausschnitte dieses größten Paramount-Filmes seit "DIE ZEHN GEBOTE" sehen werden. Sicherlich werden auch Pläne für den weltweiten Vertrieb dieses epischen Filmes sorgfältig besprochen, und zwar mit dem festen Vorsatz, die Lawine des Erfolges für diesen Film, auf den Präsident George Weltner all seine Hoffnungen gesetzt hat, ins Rollen zu bringen. (In den kommenden Monaten werden wir in unseren PARAMOUNT WORLD Ausgaben eindrucksvolle Berichte und Fotos von "BRENNT PARIS?" vermitteln.)

Wir freuen uns sehr, besondere Rubriken unseres Magazines dem fortwährenden Welterfolg des Otto Preminger Filmes "ERSTER SIEG" widmen zu können. Dieser Film setzt seinen Weg um die Erde fort und hat hervorragende Einsätze zu verzeichnen, die alle von der großartigen Werbekampagne profitieren, die immer ein ganz wesentlicher Teil eines jeden bedeutenden Filmes ist.

Aufgrund der neuesten Information können wir Ihnen heute Tatsachenberichte bringen von den überragenden Erfolgen, die von den Filmen "DER SPION DER AUS DER KÄLTE KAM" und "STIMME AM TELEFON" aufgestellt werden. Beide Filme starteten Ende Dezember, um die Qualifikation für die Academy Preisnominierung zu erreichen. Es besteht nicht der geringste Zweifel, daß Paramount einen Spitzenplatz besetzen wird, wenn Ende Februar die Nominierungen bekanntgegeben werden.

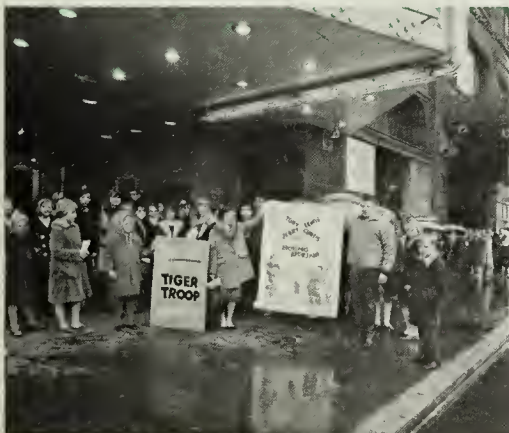
Die Erwartung, die zu keimen anfang, als wir die Verfilmung von "NEVADA SMITH" durch Joseph E. Levine im Paramount Verleih ankündigten - und die sich steigerte, als Steve McQueen für die Rolle des "Nevada" verpflichtet wurde - hat sich, seit leitende Persönlichkeiten unserer Gesellschaft den gesamten Film gesehen haben, in helle Begeisterung verwandelt. Diese Begeisterung ist ein Teil des uns alle erfassenden Enthusiasmus für das Jahr 1966.-

SHOWMANSHIP IS A VITAL PART OF PARAMOUNT'S 1966 LEADERSHIP



BOGOTA, Colombia - As reported last month, the Paramount trans-Africa thriller, "A Boy Ten Feet Tall" proved to be a massive success at the Colombia Theatre here. One contributing reason was the wealth of outstanding window tie-ups secured by Paramount manager Victor Cortes. Here is one example - the window of the store, El Sport.

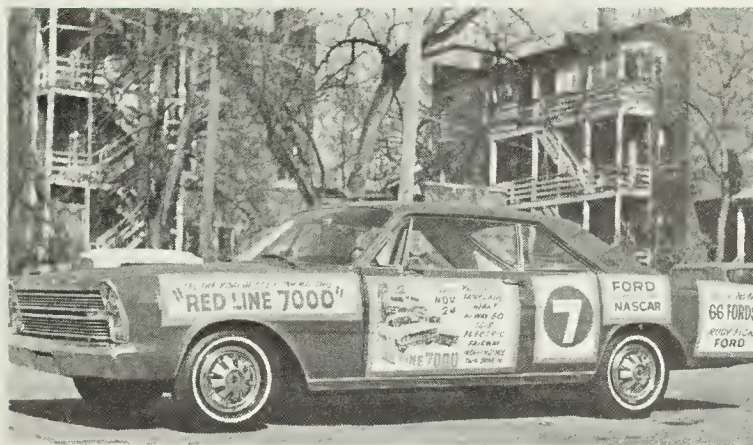
One of the most extraordinary demonstrations of the efficacy of applied showmanship has been a major part of the success story of "Red Line 7000." All across the nation, this Howard Hawks thriller has produced thundering grosses (thundering representing the tinkle of boxoffice cash), and a large segment of the thunder came from some of the best and most consistently applied campaign of showmanship that any Paramount picture has seen in a lot of years.



PITTSBURGH - The D/J's of renowned radio station KDKA, and Bob Tracey in particular, certainly stirred up an immense amount of teen-age interest in "Boeing Boeing" to produce the above heavy attendance at a 9 a.m. screening of the Hal Wallis comedy at the Fulton Theatre here. The Early-Bird Party received heavy plugging, and the young fans loved the picture.



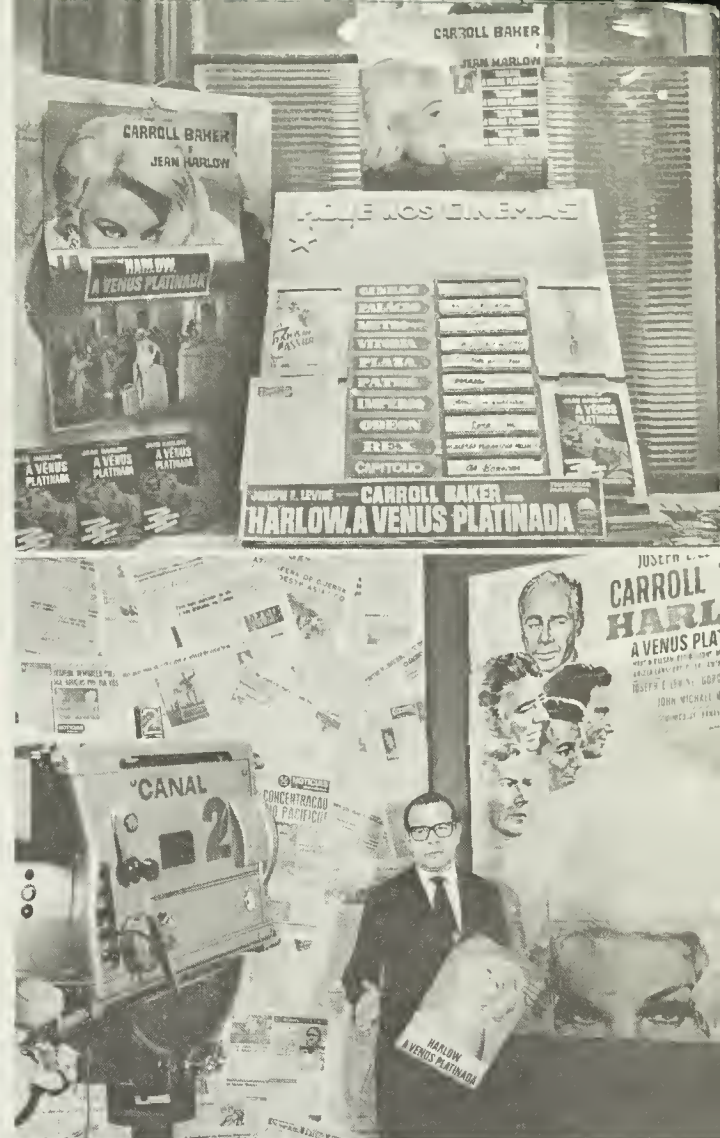
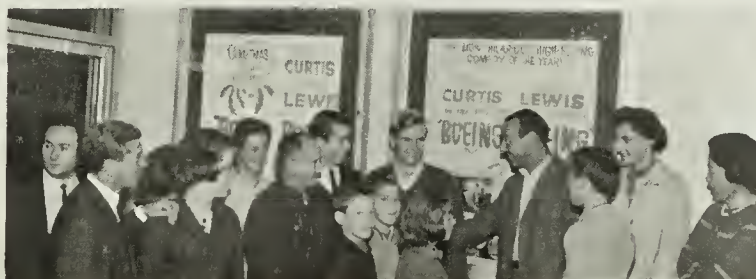
COLOGNE, Germany - Distinctive, dignified showmanship for "In Harm's Way" at the Theatre am Rudolph here.



KANSAS CITY - This 1965 Fire Truck Red Ford toured this city for two weeks ahead of the multiple-run engagement of "Red Line 7000." It made a shopping center stop every day and was shown at a different participating drive-in every night. According to Gerry Haile, Paramount branch manager, "...the car caused a lot of comment and helped in a very successful campaign."



TORONTO, Canada - As part of an invitational preview of "Boeing Boeing" at the Imperial, Win Barron had Air France weave a contest around a 'mystery parcel' brought in from Paris by that airline. Entry blanks asked - "What article do you think is in the package?" Entries numbered more than a thousand and each entrant was a walking advertisement for "Boeing Boeing."



RIO DE JANEIRO - Paramount's director of publicity in Brazil, Oswaldo Leite Rocha, Shown as he was televised by Radio Nacional's Channel 2 in the interests of the release of "Harlow" in the celebrated Bruni Circuit. Shown on the TV network was the veritable landslide of publicity Mr. Rocha already had secured for the picture. At top is the display for "Harlow" in the main window of the headquarters of Radio Nacional.



MANILA, Philippines - During the intermissions for pictures preceding "In Harm's Way" at the Galaxy Theatre, this electric sign lighted up. It did this for a full month in advance of the premiere of the big Otto Preminger film.



LOS ANGELES - Attendees at special Paramount and Radio Station KRLA showing of "Boeing Boeing" at the Embassy Theatre. All attendees are staff members of local offices of Lufthansa, Air France, Japan Air Lines and TWA. Youngsters belong to attendees' families.

CONVENÇÃO DE VENDAS SAUDA O INICIO DO MAIOR ANO DA PARAMOUNT

Este número do Paramount World saúda a Convenção realizada em Paris, onde os paramounteses da Grã Bretanha e Europa Continental se acham reunidos para traçar os planos de venda e distribuição que darão solidez ao Novo Produto da Paramount. Nunca, em toda a história da nossa Companhia, um ano teve um início tão auspicioso como 1966. Nunca, antes, tivemos uma tão inspiradora quantidade de grandes filmes. Nunca, antes, estivemos em tal situação de liderança. Nunca, antes, tivemos tanto entusiasmo. Nunca, antes, posuimos tanta certeza de que se todos nós fizermos o que devemos fazer, atingiremos vitóriosos o tope da histórica montanha da Paramount.

A Convenção de Paris será seguida de uma outra a ser realizada em princípios de fevereiro, em Tóquio, e no fim desse mês, em Sidney. Dentro de pouco tempo, datas serão fixadas para uma outra, ou talvez duas Convenções na América Latina. O presidente George Weltner, e o presidente da Paramount International, James E. Perkins, estarão presentes à Convenção de Paris, com Henri Michaud chefiando a delegação Continental, e Russell W. Hadley, Jr., o grupo de Londres. Os dirigentes executivos que comparecerão às outras Convenções, serão divulgados oportunamente.

Enquanto isto, uma calorosa saudação a todos de Paris, junto com os nossos votos para que suas deliberações sejam maravilhosas.

PARIS ESTÁ EM CHAMAS? consituirá um dos tópicos máximos da Convenção de Paris, e é mais que provável que os delegados possam ver a maioria das cenas do maior de todos os filmes da Paramount, desde OS DEZ MANDAMENTOS. Por certo a maioria dos planos para as condições de apresentação deste filme épico, no

CURITIBA, Brazil - One of the top reasons for the great success (71% above average) of "Zulu" at the Lido Cinema here was the fact that everyone in the city heard about it in advance of the premiere. Shown above is one way in which this came about.

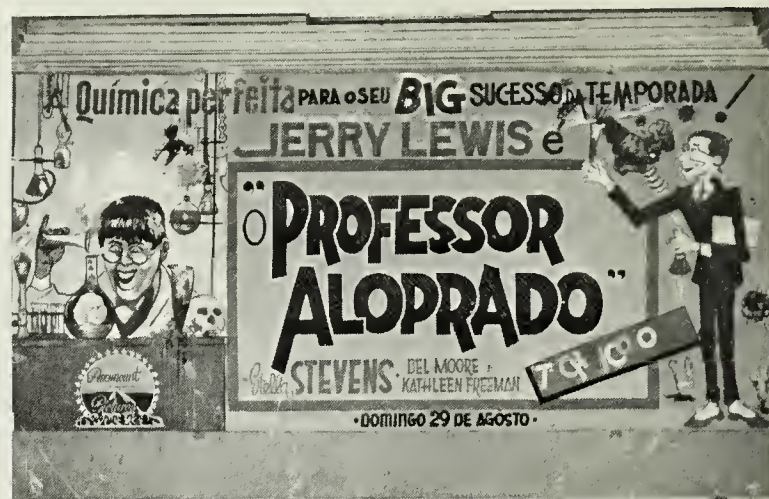
Sign in a beauty shop window: "Ten years off for cash."



LISBON - Magnificent front-of-house display at the Imperio for "In Harm's Way." (Another phase of this fine theatre's campaign on the Otto Preminger film is on Page 17).



CURITIBA, Brazil - The engagement of "Zulu" at the Cinema Lido here was a great success, to the extent that it was rated one of the theatre's top films of the year. It was preceded by a very fine campaign of showmanship, of which the above is a forceful sample.



PONTA GROSSA, Brazil - This very intriguing poster for Jerry Lewis' "The Nutty Professor" at the Cine Opera here was created by the theatre itself, according to Mr. A. Celso, director of publicity. The Opera, with two other cinemas, is owned by Sr. Jorge Miguel Ajuz. The poster, placed in the foyer of the Opera, measured 15 feet by six feet, and the film itself was a great success. Publicist Celso concluded his letter by saying: "Our best wishes for motion picture prosperity to the Trade Mark of the Stars," for which we thank him very sincerely.

mundo inteiro, será discutida em detalhes, de maneira a assegurar-lhe uma firme avalanche de sucessos, confirmando as grandes esperanças que o presidente George Weltner nutre por este filme (Durante os próximos meses incluiremos, nas páginas do Paramount World, fotos mostrando a grandeza de PARIS ESTÁ EM CHAMAS?)

É um real prazer dedicar espaços especiais da nossa revista ao contínuo sucesso mundial do filme de Otto Preminger, PRIMEIRA VITÓRIA. O filme continua em sua marcha através do globo, estabelecendo significativos recordes, todos eles decorrentes, em parte, da maravilhosa campanha de propaganda que faz parte integral do sucesso de qualquer bom filme.

A propósito de últimas novidades, estamos aptos a fornecer-lhes informes a respeito do atordoante êxito registrado pelo ESPÍO QUE SAIU DO FRIO e UMA VIDA EM SUSPENSE, ambos os quais tiveram sua estréia em dezembro, para poder receber indicações para os Prêmios da Academia. Baseados nesses informes, não temos a menor dúvida de que a Paramount figurará em lugar importante, quando as indicações forem divulgadas nos fins de fevereiro.

A expectativa que começou a crescer quando foi anunciado pela Paramount que o tipo de "Nevada Smith" chegaria à tela numa produção de Hoseph E. Levine, distribuída pela Paramount - - e, que deu pulos quando Steve MacQueen foi escolhido para o papel de Nevada - -, virou excitação alucinante desde que os chefes máximos da Companhia viram o filme já pronto. Eis pois aí mais uma sólida fatia de entusiasmo para 1966.

This would be a different world if people were required to have licenses to hunt for trouble.

W I N D O W O N T H E W O R L D



'Designs' on Virna

HOLLYWOOD - Four eminent Italian fashion designers recently visited the Paramount Studio and were particularly interested in meeting Virna Lisi who is co-starring with Frank Sinatra in "Assault On A Queen." One of the visitors, Mr. Balestra, previously had met Miss Lisi and it is possible that the others came along to see how true Mr. Balestra's raves were. In any event, here are the four with the radiant star, and the four are, l to r: Mr. Antonelli, Mr. Balestra, Mr. Enzo and Mr. Litrico.



PERTH, West Australia - Vic Loffman, Western Australian sales representative for Paramount, receives his 25-Year Club certificate from Paramount managing director Robert L. Graham at the Perth "A Day With Paramount." Looking on are Mrs. Loffman and members of the Perth sub-branch. From left: Mrs. Loffman, Vic Loffman, Robert L. Graham, Mrs. Phyllis Brown, John Polmear, Robert Harrison and Paramount general sales manager Jack Edwards.



NEW YORK - Andre Holleaux, Directeur-General of Centre National de la Cinematographie (second from left) was honored Dec. 3, at a luncheon given by Ralph Hetzel, acting president of the Motion Picture Association of America, at the Harvard Club. (left to right) Gerard Walter of the legal department of the Centre National; M. Holleaux; David Raphael, vice-president in charge of international sales of Twentieth Century-Fox Film Corp.; Marc Spiegel, Motion Picture Export Association of America; and James E. Perkins, president of Paramount International Films, Inc.



TORONTO, Canada - The adventurous Paramount career of Mrs. Clara Roger for the past 35 years came to a climax here late last November when she left the ranks of Paramount Film Service here to take up residence in the United States.

Mrs. Roger began as a Paramounteer in the booking department of the company in Bucharest, Roumania, in 1930. Some years later, she escaped from that country to Israel. There was no opening for her in Tel Aviv, but Paramount intercession obtained a position for her at Forum Film. In 1953 she came to Canada and has worked for Paramount in Toronto up to the time of her retirement.

Above, she is shown with groups of Paramounteers receiving the tokens of their affection. Left to right: Miss M. Katz, Miss H. Liekem, Miss S. Battle, J. Brown, R. Shields, Mrs. Roger, Miss T. Gordon, Leo J. Haag (who made the official presentation), A. L. Copas, Miss E. O'Connor, Edna Gordon, R. Lightstone and Win Barron. AT TOP: Miss M. Katz, Miss H. Liekem, J. Brown, Mrs. J. Uttley, R. Shields, Mrs. Roger (opening her gifts), Miss S. Battle, Miss T. Gordon, Miss E. O'Connor, Miss Edna Gordon.



The Paramount Parade --- of Pictures, Properties and People



HOLLYWOOD - Erwin Glincher, representing the Helene Curtis Company, is flanked by Paramount Studio's chief hairdresser Nellie Manley, and Italian star Virna Lisi with a plaque naming her one of the "Ten Best Coiffured Women In The World." Miss Manley in turn was presented with a Certificate for having designed Miss Lisi's hairdos.

Nelson Riddle has been signed by producer-director Howard Hawks to compose and conduct the music for Paramount's "Eldorado," starring John Wayne and Robert Mitchum. Recently, Riddle scored Mr. Hawks' "Red Line 7000."



HOLLYWOOD - At right is Chabuca Granda, noted Peruvian singer and songwriter. At left, is Antonio R. Panta of the Comision Nacional de Cultura del Peru, attached to the Society of Motion Picture and TV Engineers in Los Angeles, and Miss Granda's official host for her tour. And of course, in centre, is Marty Allen. Miss Granda spoke at length with the star and was thoroughly charmed with her visit. She watched Marty going through his exotic "Zorba A-GO-Go" dance when he received a standing ovation from cast and crew alike, and she is now certain that she has been exposed to some unforgettable North American 'culture.'

Nix On Real Names

Taking his cue from fellows like Bing Crosby, Groucho Marx and Buddy Ebsen, young Skip Bradley is using his nickname for his movie bow with Natalie Wood in Paramount's "This Property Is Condemned."

Skip is lucky. His real name is George Lewis Bradley.

How would you like to start out as Harry Lillis (Bing) Crosby, Christian (Buddy) Ebsen, Julius (Groucho) Marx, Joseph Frank (Buster) Keaton, Winstead Sheffield (Doodles) Weaver, Woodward Maurice (Tex) Ritter, Elmore (Rip) Torn, Jr., Aaron (Red Buttons) Chwatt, or Bowen Charleston (Sonny) Tufts II.



HOLLYWOOD - Pictured, l to r: Rose Marie, co-star of the Dick Van Dyke TV show; Winifred Robertson, secretary to Eugene H. Frank, resident counsel of Paramount Pictures in Hollywood, and Ann B. Davis, co-star of the John Forsythe TV show, at the recent installation dinner meeting of GIRLS FRIDAY OF SHOWBIZ. This is a group of secretaries in motion picture, television, radio and related industries whose purpose is to provide surgery and hospitalization for malformed and needy children who may not be eligible for aid from other charity groups. Miss Robertson is newly-elected president of GIRLS FRIDAY OF SHOWBIZ, and Rose Marie and Ann B. Davis are honorary members and active in the group.



HOLLYWOOD - Leon Balter, correspondent for Argentina, and syndicated throughout Latin American Spanish and Spanish Morocco newspapers, and on radio, shown as he did a further extensive interview with Marty Allen and Steve Rossi on the set of "The Last of the Secret Agents?" Mr. Balter spoke with the team at the outset of their Paramount contractship, and has been very 'high' on them ever since.

Joe Hyams, the widely-read newspaper and magazine writer (and husband of screen star Elke Sommer), who has covered the world motion picture scene for the past twelve years, has been signed by Paramount to debut as a film producer with "Belladonna," a comedy by Arthur Ross to be filmed in Europe this coming summer.

Cecil B. deMille's The Ten Commandments

On Sunday, January 9th, after this issue of Paramount World had gone to press, the finished version of the 'rough' advertisement at right appeared in The New York Times.

It heralded the approach of one of the truly great film events of 1966 - the re-release of "THE TEN COMMANDMENTS."

The momentous occasion will coincide with Easter, a fitting time for the tens of millions of picturegoers in the United States and Canada who either did not see Cecil B. DeMille's mighty production in its earlier release, or have been awaiting a re-viewing, to be thrilled anew by The Greatest of All Motion Pictures.

"The Ten Commandments" will, in this new presentation, be treated with all of the majestic showmanship which attended its initial release ten years ago.

**PARAMOUNT PICTURES
IS PROUD TO ANNOUNCE
THE RETURN OF THE GREATEST
MOTION PICTURE OF ALL!**

[illegible]

Answered
with
the
same



STOCKHOLM - Several members of the British Navy are welcomed to the Röda Kvarn premiere of "The Amorous Adventures of Moll Flanders" by Paramount manager Paul Flodin and Mrs. Edhardt, Paramount publicity manager.

Jerry - 212

COPENHAGEN - Michael Barking, Paramount manager for Denmark, reports that DISORDERLY ORDERLY is doing the best business of any Jerry Lewis picture that has been shown in this country so far. Mr. B. says that he sat through several performances counting the laughs, and says that the audience laughed on an average of 212 times per screening.



STOCKHOLM - Attending the premiere of "The Amorous Adventures of Moll Flanders" at the Röda Kvarn Theatre are film reporter Torsten Jungstedt and actor Gunnar Hellström's charming wife Pamela.

Out of intense complexities intense simplicities emerge.

- Winston Churchill

FÖRSÄLJNINGSKONFERENSER INLEDER PARAMOUNTS STÖRSTA ÅR

Detta nummer av Paramount World ägnas huvudsakligen konferensen i Paris, där paramountärer från Storbritannien och övriga Europa samlats för att dryfta försäljnings- och distributionsplaner rörande alla de kommande stora Paramount nyheterna. Aldrig i bolagets historia har ett år begynt mer lovande än 1966. Aldrig förr har vi haft en så inspirerande rad av stora filmer; aldrig förr har en sådan ledning i Paramount-toppen. Aldrig förr har en sådan entusiasm kormit till uttryck och aldrig tidigare har vi heller kunnat vara så förvissade om att vi, om vi alla gör vad i vår förmåga står, kommer att nå de mest lysande resultat.

På konferensen i Paris följer ännu en i Tokio i februari och senare under månaden ännu en i Sydney. På kort tid skall datum fastställas för en, kanske två, konferenser i Sydamerika. President George Weltner och Paramount Internationals president James E. Perkins kommer att delta i Paris-konferensen, där Henri Michaud står i spetsen för den kontinentala delegationen och Russell W. Hadley, Jr. för London-gruppen. Vilka i den högsta ledningen som kommer att bevista de senare konferenserna meddelas så småningom.

Till dess -- en hjärtlig hälsning till alla i Paris med förhoppning om ett givande resultat av överläggningarna.

"Is Paris Burning?" blir diskussionsämnet framför andra vid Paris-konferensen och det är troligt, att delegaterna också får se glimtar ur denna den största av Paramount-filmer sedan "De tio budorden". Sannolikt blir också planerna för världsdistributionen av filmen föremål för ingående och detaljerade diskussioner, allt i syfte att bygga upp filmen till en alla tiders succé, något som president George Weltner är fast övertygad om skall bli fallet. (Under månaderna framöver skall vi här i Paramount World återkomma med material, valt för att belysa storheten i filmen.)

Det är oss ett nöje att i detta vårt magasin uppehålla oss särskilt vid den succé, som Otto Premingers "Första segern" (In Harm's Way) haft och allt fortfarande har. Filmen fortsätter sin

Paramount Publicists Promise Their "Everything"



This ink-slinging tot with Leslie Caron and Warren Beatty beguiled a lot of grown-up ink-slingers.

When "Promise Her Anything" was screened in Home Office for the publicists, they were asked to commit their reactions to paper. Result was a wonderful flood of praise, of which the following are excerpts:

Mort Hock called it "...a wild, funny, modern, fast-moving comedy with great performances and a sensational musical score..". Warren Harris said that "...it is a definite audience picture, with some very funny dialogue and situations..." Dick Brooks said "...it is a load of laughs from beginning to end. The title song is marvelous..." Bernie Serlin: "Tremendous picture. Some of the funniest dialogue I have heard in years. Promises to be a big winner..." Jerry Berger: "Not enough of 'Promise Her Anything.' Left me waiting for more. Clever dialogue, perfect casting..." Everett Olsen: "Simply marvelous. Commercial as hell!" Don Goldstein: "Great! Baby is the cutest ever on screen. Lotsa money!" Bill Gandall: "One of the funniest ever seen. Will appeal to every member of the family..." Peter Silberman: "It's great! Tremendous appeal. Stop-motion titles terrific..." Steve Schiffman: "...general timing of the film, the pace, didn't let uptitle song terrific...."

väg jorden runt, på utmärkta teatrar, och på samtliga platser har man förstått att dra nytta av de verkningsfulla reklarkampanjer, som är en integrerande del av framgången för varje film av format.

På tal om senaste nytt kan vi här presentera faktiska rapporter om den strålande framgången för "Spionen som kom från kylan" (Spy Who Came in From the Cold) och "The Slender Thread", vilka båda hade premiär under senare delen av december, detta för att de skulle kunna komma ifråga vid nomineringarna för Oscars-utmärkelsen. Att döma av rapporter i sammanhanget råder knappast något tvivel om, att Paramount blir en faktor att räkna med vid nomineringarna någon gång i slutet av februari.

Förväntningarna, som började ta form när Paramount tillkännagav, att "Nevada Smith" skulle bli film och att Steve McQueen skulle gestalta "Nevada", har nu stegrats ytterligare sedan filmen - för vilken Joseph E. Levine är producent - i färdigt skick visats för Paramounts högsta ledning. Verkligen något att se fram emot under 1966.

"NEVADA SMITH" ZIPS AND BRISTLES WITH ACTION



"N e v a d a S m i t h" has matchless action, sustained throughout the film. Here are typical scenes -- on land, in the water and in the leap-spanned air. All blended in a powerful romance as three passionate women go all out to help "Nevada" in his desperate mission of vengeance.

NEVADA*NEVADA*NEVADA*NEVADA*NEVADA*NEVADA*NEVADA*NEVADA*NEVADA

director had had 33 years of experience before and behind the camera, and that "Nevada Smith" was his 85th film. Levine called the picture Hathaway's "crowning achievement," and on a par with "Shane" and "High Noon." It would be, he said, the film to turn to as a "comparison for all future outlaw films."

Also present at the luncheon were Martin Davis, vice-president in charge of advertising and public relations; Joseph Friedman, executive assistant to Davis, and Leonard Lightstone, executive vice-president of Embassy.

BELOW

At the "Nevada Smith" luncheon, l to r: George Weltner, Joseph E. Levine, Henry Hathaway, Martin Davis, Joseph Friedman. In foreground is the temporarily vacated seat of Leonard Lightstone.



KARL MALDEN gives another of his matchless performances in "Nevada Smith."

NEW YORK - Following completion of "Nevada Smith," Joseph E. Levine, president of Embassy Productions, held a complimentary luncheon here for Henry Hathaway, director of the epic film.

In speaking of the film, Hathaway had high praise for Steve McQueen, the film's star. "Steve McQueen is what really makes the picture," he said, and called him "a good man to work with." Mr. Levine backed Hathaway's opinion, pointing out that the film was delayed two years, waiting for McQueen to finish his other commitments. In introducing Hathaway, Mr. Levine emphasized that the producer-



VIRNA LISI (you'd know her by that blonde hair and those unmistakable measurements), does her diving drill for the "ASSAULT ON A QUEEN" under the dominating direction of FRANK SINATRA.



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PARAMOUNT 1966 YEAR OF THE HARVEST

INTERNATIONAL
SALES AND
MERCHANDISING
MEETING
PARIS - JANUARY 18 - 20



PRESENTATION



ASSEMBLY



CAMARADERIE



HOSPITALITY

Paramount

Volume 12, Number 2

February, 1966

WORLD

YEAR OF THE HARVEST

Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 2 February, 1966

HENRI MICHAUD NAMED
VICE PRESIDENT OF
PARAMOUNT INTERNATIONAL FILMS, INC.



NEW YORK, January 31 -- Henri Michaud, Paramount Pictures' General Manager for Continental Europe, North Africa and Near East, was today named Vice President of Paramount International Films, Inc.

The announcement was made by James E. Perkins, President of the Company. Michaud flew in from Paris yesterday (30) for one week of business conferences at the Paramount Home Office.

Michaud joined Paramount in 1944 as Assistant General Manager for the European Division. Headquartering in Paris, he also served in various executive capacities, as Cecil B. DeMille's representative in charge of the marketing and merchandising of "The Ten Commandments," in the same responsible position for Alfred Hitchcock's "Psycho," as well as other top Paramount properties designated for special handling.

In April 1963, Michaud was appointed to his currently held position, General Manager of Paramount's Division of Continental Europe, North Africa and Near East.

Product Is POWER!

Never was there a clearer, punchier demonstration within our industry of the axiom that "Product Is Power", than in the actual footage of films completed and shown to the international delegates in Paris last month.

Just as actions always speak louder than words, so does projection transcend promises where motion pictures are concerned.

It may well be said that "A service of the lips is all very well, but a film in the can is an exhibitor's (and distributor's) best friend."

This is what the more than seventy delegates to Paramount's most successful international convention learned from Messrs George Weltner, Howard W. Koch, James E. Perkins, Henri Michaud and others during the course of the meeting. And they learned it not from words of promise, spoken or printed on paper, but from words spoken by actors from the sound tracks of completed films -- the most irrefutable evidence our industry has to offer.

And in Paramount's case, better than one whole year's releases already completed.

The delegates saw.....

In support of the above, we give you here some idea of the actual viewing of this 1966 product done by the delegates to the Paris Convention.

In completed form they saw "The Oscar" and "Alfie."

Then in the one-and-one-half-hour product-preview production, they saw liberal excerpts from "Nevada Smith," "Assault On A Queen," "Boeing Boeing," "The Spy Who Came In From The Cold," "Judith," "The Slender Thread," "The Oscar," "Promise Her Anything," "Paradise, Hawaiian Style," "Alfie," "The Night Of the Grizzly," "The Last of the Secret Agents?" "This Property Is Condemned," "Seconds," "My Last Duchess," "The Psychopath," "The Idol," "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad," "The Swinger" and "Eldorado."

While it is true that a small number of these productions have had first release, it should be borne in mind that this product film was created for four international conventions, and the recent domestic sales meeting. Hence the complete product coverage.

Several reels of "Is Paris Burning?" shown separately

3

PARIS - FIRST OF FOUR CONVENTIONS

"The Finest Convention I Have Ever Attended!"

-- GEORGE WELTNER

PARIS - In a modern setting in one of the world's loveliest cities, Paramounteers from nineteen countries, representing fifteen languages, gathered last month to hail PARAMOUNT 1966 - Year of the Harvest. (*)

This was a convention of the new Paramount -- new in spirit, new in product, new in courage and new in purpose.

Its clarion call - Paramount 1966, Year of the Harvest!

A fine slogan, a bountiful one, a prophetic one.

The meeting was a gathering of Paramounteers old and new, from almost twenty countries, all of them speaking at least two languages -- their own, and Paramount.

It was a superbly organized convention in a setting designed for the practical purpose of launching into the company's greatest year of progress and prosperity. Continental general manager Henri Michaud left no opportunity untapped in making this inaugural of four international conventions a dazzling pace-setter. Imbued with his enthusiasm, all of his convention crew produced setting, service and souvenirs to make the Paris conclave a long-lasting memory for all participants.

In the matter of essential facts, the meeting took place in the Concorde Room and adjoining halls of the Hilton Orly Hotel at the Aeroporte de Paris, January 18-19-20. It was under the chairmanship of Paramount International President James E. Perkins; its host was Mr. Michaud; and chief guests of honor were Paramount President George Weltner, from New York, and Production Chief Howard W. Koch, from Hollywood.

(*) At the 1964 International Sales Meeting which planned showmanship strategy on "The Carpetbaggers," Mr. Weltner announced that the seeds of the 'New' Paramount were being sown, and that the 'Harvest' would come in 1966. Such was the substance of the meeting here being reported.

The new Paramount product and its most practical (turn to Page 5)

Enthusiasm, determination and purposefulness are made evident by President Weltner as he begins his analysis of the wonderful upcoming Paramount productions.



A Dais Reflecting the Mood of the Meeting

LtoR: Nelson-Sullivan, Schack, Hadley, Michaud, Perkins, Weltner, Koch, Luraschi, Goldstein, Friedman, Stramer



Complete Listing Of Convention Attendees

4

Home Office, New York

GEORGE WELTNER President, Paramount Pictures Corporation
JAMES E. PERKINS President, Paramount International Films
MILTON GOLDSTEIN Special Productions Asst. to Mr. Perkins
GUENTER SCHACK Adv.-Pub. Director, Paramount International
JOSEPH FRIEDMAN Adv.-Pub. Director, Paramount Pictures Corp.
ALBERT DEANE Editor, Paramount World

Hollywood Studio

HOWARD W. KOCH Vice-President, Studio and Production head
LUIGI LURASCHI Production Executive

Continental Head Office, Paris

HENRI MICHAUD General Manager, Continental Division
HUGO STRAMER Continental Sales Manager
PAUL SILVIUS Assistant to Mr. Michaud
JOHN NELSON-SULLIVAN Adv.-Pub. Director, Continental Division
LINDSEY JONES Assistant to Mr. Nelson-Sullivan
GILLES CHAPAL Manager, Service Department
MRS. EUGENIA JOSIF Secretary to Mr. Michaud
MISS SIMONE CAIN Secretary to Mr. Nelson-Sullivan

United Kingdom Division

RUSSELL W. HADLEY, Jr. Managing Director, U.K.
PETER REED General Sales Manager
GERRY LEWIS Pub.-Adv. Director
LESLIE POUND Asst. " " "
HOWARD HARRISON Managing Director
Paramount British Pictures Ltd.

Continental Division

FRANCE

HENRI KLARSFELD General Manager
EUGENE MAILLET Assistant General Manager
DANIEL GOLDMAN Sales Manager
ISY PRONT Manager, Dubbing and Subtitling
MARCEL HAMEL General Manager, Paramount Theatre
MRS. ODETTE FERRY Publicity-Advertising Manager

FIELD

LOUIS KANTUREK Manager AFEX
HEINZ DONNENBERG Sales Manager AFEX
HANS MEASSE Pub.-Adv. Manager AFEX
PAUL DELVIGNE Manager
MICHEL DRACHOUSOFF Pub.-Adv. Representative
MICHAEL BARKING Manager
GEORGE BARAMILI Manager
KURT TROUPP Manager
ERICH KANIA General Manager
SIGFRIED KOBOSIL Sales Manager
WERNER ROCHAU Pub.-Adv. Manager
SAVAS A. PYLARINOS Savas Films S.A.
JACK DE WILDE Manager, Filmverhuurkantoor
Nederland

MAX GERSCHTANOWITZ

JAN VAN LEEUWEN Manager
LADISLAV K. KOCH General Manager
PILADE LEVI Sales Manager
RENATO CAMAROTA District Manager
MARIO GAMBINO Pub.-Adv. Manager
VIERI NICCOLI Special Publicity Representative
MARIO NATALE District Manager
WILLY GOLDENTHAL District Manager
HARALD L. ERIKSEN General Manager Warner Bros.
EMILIO PRISTER Manager
FRANK A. SITER District Manager Near East,
General Manager Spain
ANGEL HERRERO Sales Manager
RAFAEL HERRERO District Manager
JAIME ARIAS Pub.-Adv. Manager
PAUL FLODIN General Manager
JAN PERSSON Sales Manager
JULES A. GENDRE Manager Star Film
EDWARD WECKERLE " "
WALTER HIRT " "

AUSTRIA

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BELGIUM

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DENMARK

EGYPT

FINLAND

GERMANY

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GREECE

HOLLAND

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ISRAEL

ITALY

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LEBANON

NORWAY

PORTUGAL

SPAIN

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SWEDEN

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SWITZERLAND

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"

South Africa

RONALD A. DWYER Special Representative
ANDRE PIETERSE Managing Director, Ster Film
DAVID MALAN Director, Ster Film
LEN G. THOMAS General Manager, Ster Film
PIERRE LOUW Sales Manager, Ster Film

PARAMOUNT 1966 -- The Year of the Harvest

Seat-markers for the Paris convention delegates -- inspired by the meeting's slogan -- were model harvesters, each bearing a delegate's name, and with the reaper carrying a three-part message.



Paris Convention Report

(Continued from Page 3)



utilization was the convention's top priority subject.

Next in order of importance was a multi-chaptered showing of product, some already completed, some in excerpts from completed films.

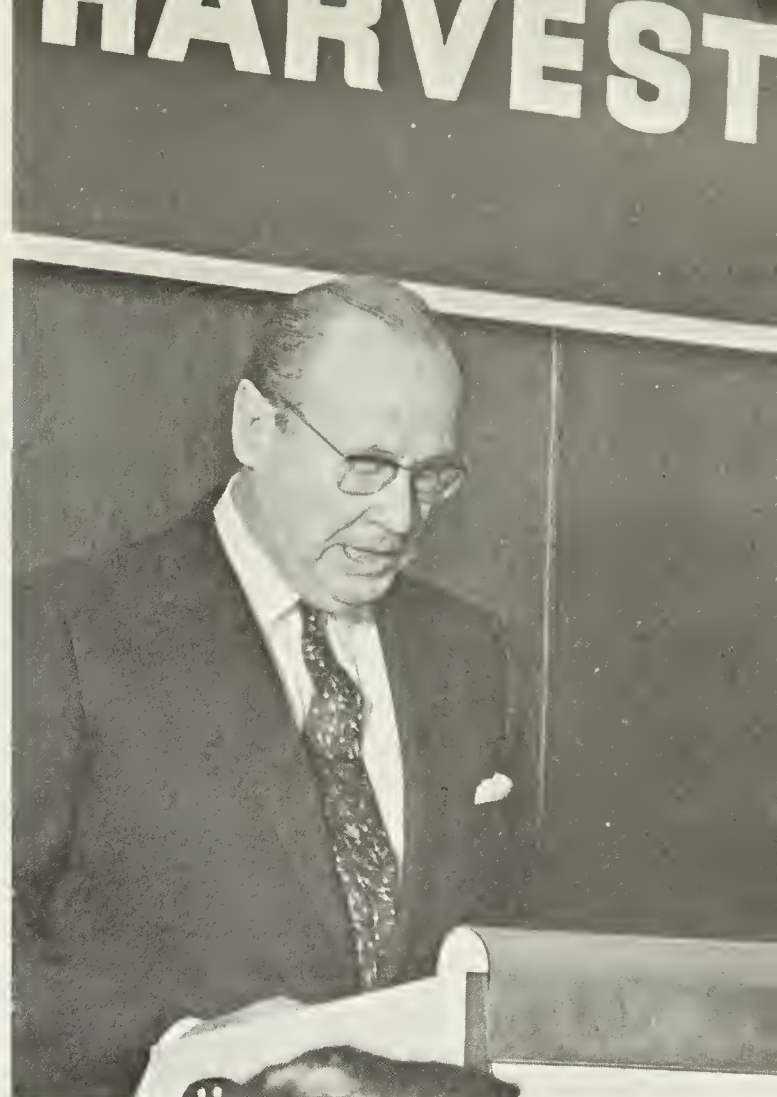
Among other phases of the meeting's activities

were: a) sales policies, b) advertising and publicity, c) the vital matter of re-releases, d) individual area problems.

A special section of the convention was devoted to what will be the company's biggest prestige and revenue film since "The Ten Commandments" -- "Is Paris Burning?" (Much evidence of this will be found on subsequent pages).

Screenings of film excerpts were held in the Cinema Publicis in Orly Airport. The two completed productions shown -- "Alfie" and "The Oscar" -- were presented in the Cinematheque of the Palais de Chaillot.

The convention began, on schedule, on January 18th with an address of welcome by Continental general manager Henri Michaud.



Paramount International's James E. Perkins, who presided at the meeting, making the opening address.

HONGKONG MEETING NEXT BEGINNING FEBRUARY 17

Second in the series of Paramount International Sales and Merchandising Meetings will be that of Hongkong, commencing on February 17th.

Meeting will be under the chairmanship of Far East Division Manager S.A. Henriksen. Attending from New York will be Paramount International's president, James E. Perkins, and Guenter Schack, director of advertising and publicity.

Territorial delegates will be:

JAPAN	Julian Binstock S. Hatano T. Komaki
TAIWAN	Andrew T. Fan
PHILIPPINES	Ambrosio Velasquez Ric Javier
HONGKONG	H. S. Moh Y. W. Wong
VIETNAM	Tang Vinh Trach
SINGAPORE	Yuan Kao
THAILAND	Chana Chaikijkarana
INDIA	K. S. Vaidyanathan



Studio head Howard W. Koch, in a fine, factual address, transmitted to the meeting the abundant optimism of Paramount's production force in Hollywood

PARIS - The two division heads, and between them one who serves their divisions well with service in sales and showmanship on special productions.

L to R: Henri Michaud, general manager of the Continental Division; Milton Goldstein, assistant to Paramount International president James E. Perkins on special productions; and Russell W. Hadley, Jr., managing director of the United Kingdom division.

NEWS FROM THE BRANCHES

Dallas Promotions



JACK HAYNIE, who has been promoted from salesman to sales manager.



PAUL ROZENBURG, who has been promoted from head booker to salesman.



CARL SIMS, who has been promoted from booker to head booker.

Congratulations to all, and may these be steps to greater success.

"NEVADA SMITH"



MINNEAPOLIS "Peter Piper picked, etc".... has been revised to read "Paramount party poopers preening pleasurable plethora on palatable prog." (See photo above: L to R: booker Ann Krekelberg, clerks Ruth Estrem and Margaret Tunstall, and branch manager's secretary Carole Charley.)

An abundance of thanks to Mario Ghio, Joe Bisdale, Paul Kay and Milt Altholz for their help in the past year; and the best of everything to Paramqunteers everywhere in the year ahead.

- Bonnie Lynch

DALLAS A meeting was held early in 1966 in the Dallas Branch with the salesmen and bookers. Definite plans and commitments were made and goals were set to make Dallas Number One in the Boasberg Drive and Re-issue Drive. The Dallas salesmen and bookers enthusiastically accepted the challenge to be Number One in '66!

Congratulations to Jack Haynie who has been promoted from salesman to sales manager, Paul Rozenburg from head booker to salesman, and Carl Sims from booker to head booker.

Paramount is scheduled to launch its new releases in 1966 with "Judith" at the Palace, Dallas, on February 24 and "The Slender Thread" at the Fine Arts on February 2. Bobbie Wygant, WBAP-TV, will invite her TV viewers to a special

Double-Barreled Sales Endeavor

BUFFALO's Frank G. Mancuso and his co-workers certainly went after his territory's exhibitors in an all-out effort to align the "Welcome Back Charley Boasberg Drive" and the "Golden Money Sweepstakes" to produce maximum returns.

("Golden Money" is the term long applied by Mr. Weltner to revenue produced by re-releases).

The effort being directed towards exhibitors in the Buffalo territory, both by punchy letters, enthusiastic telephone calls and persuasive personal solicitation, is hinged partly on the fact of the industry's pleasure over Mr. Boasberg's return to good health, and partly on the fact that Mr. B. lived and worked in that area for many years and that any and all effort on his behalf could be termed "Home Town Pride."

At the time of our early going to press, the Buffalo 'Barrage' was working out splendidly.



LOS ANGELES - When Philadelphia's Don Hicks and Mrs. Hicks were in Los Angeles it was second nature to visit the Paramount Studio. Also to visit the A.C. Lyles set where "Waco" was being produced, for Don and A.C. are long-time friends. This picture resulted, and from l to r we have: Producer A.C. Lyles, Don Hicks, Mrs. Hicks, "Waco" star Howard Keel, Don's mother, Mrs. W.W. Dunlap and Edith Baskin, studio guide.

"Housewives' Screening" of "The Slender Thread" at the Hollywood, Ft. Worth, and the Fine Arts, Dallas, approximately one week before the picture opens. Bobbie has the Number One rated TV women's show in the Dallas-Ft. Worth market.

"The Spy Who Came in From the Cold" seems to be headed towards a long successful eight-week run at the Asquire, Dallas. It enjoyed great praise by critics on both Dallas newspapers.

Fifty Honda and racing buffs on January 8 met branch manager Bernard Brager at the Paramount office and picked up a print of "Red Line 7000". These motor enthusiasts then took the print to Denton, Texas, for the opening of the picture there. Denton newspapers and radio stations covered the event.

- Linda Elliott

DES MOINES

Now that the holidays are over - everyone is back in the swing of work! Not that we stopped working! John Pascuzzi was one of the lucky ones who enjoyed a short vacation trip to Chicago around Christmas.

The Variety Club of Des Moines will hold their Inaugural Ball this month. Mr. Caligiuri, who has been Chief Barker the past two years, will turn over his duties to Arthur Stein of Central States Theatre Corp.

"Red Line 7000" has proven that it was a big "hit" here in the Midwest, and "Boeing Boeing" opened to a big success also.

The New Plaza Theatre is scheduled to open on January 28th with "The Spy Who Came in From the Cold."

Patricia Swesey, booker's steno, retired from Paramount February 1st to await the flight of the stork.

ST LOUIS

Mario Ghio visited our branch last week, and we are always glad to have him come in.

The branch has been very busy the last month working on Mr. Boasberg's Weeks. Already we have very, very good results from our efforts. As soon as we get the city theatres booked - who usually date from week to week - we hope to near the 100% mark.

This year we had a special drive to secure

(Continued on Page 18)

HIGHLIGHTS OF THE

CONVENTION ADDRESSES

Beginning below are but the highlights of the principal speakers at the Paris convention. In the case of Mr. Weltner, we have omitted the individual analysis of each individual production, since this process covered much more than an hour and the full details were absorbed by those directly concerned with them - the delegates themselves.

HENRI MICHAUD

There never was so important a Paramount organization meeting as this one. We are facing the toughest competition ever, and so it is wonderful to have our president, George Weltner, here with us in person to give us the inspiration of leadership. It has required a supreme personal effort for Mr. Weltner to be with us at this time, but he has made it and it is up to us to back that effort with our finest results.....Our product comes from a 'factory,' as does all saleable merchandise. Ours is a very specialized factory, producing the highest quality films in the world.....No other Hollywood studio has a finer chief than Howard W. Koch, whom we are proud and happy to have with us today.....We are also privileged to have James E. Perkins with us to preside over this meeting. This is the first of four Paramount meetings to be held around the world. We can best express our appreciation for his Paramount International leadership by giving him our fullest support..... We are also delighted to have with us Milton Goldstein, Guenter Schack and Joe Friedman, from all of whom you will be hearing at a later hour.....This meeting is being held in conjunction with the United Kingdom, so we are particularly pleased to join with Russell Hadley and his associates from London - Peter Reed, Gerry Lewis and Leslie Pound.

JAMES E. PERKINS

I would like to add my welcome to that of Mr. Michaud to our representatives and guests who have come from such a great distance to be present at our meeting today. Our friends from South Africa, Mr. Malan, Mr. Pieterse, Mr. Thomas and Mr. Louw and our representative Ron Dwyer have had the greatest distance to travel and we are very happy to have them with us. Mr. Howard Koch has come almost as far and I would like to pay tribute to the great help he has rendered in providing the visual proof of what 1966 has in store for us. You will appreciate the extent of my debt to Mr. Koch when you see the many subjects we will screen during the

course of this meeting.....A truly magnificent job has been done by Mr. Koch and his able assistants.

As Mr. Michaud has mentioned, this is the first of four International sales and merchandising meetings, and is, of course, most important because of the presence of Mr. Weltner and Mr. Koch. It is the only one, also, for reasons of geography in which it is possible for two divisions, the European and the British, to participate. In mid-February, there will be a meeting in Hongkong of the Far Eastern division. In mid-March, there will be a meeting in Sydney Australia of the Australian and New Zealand division, and a Latin American meeting will be held in Buenos Aires in April.

The occasion for these far-flung meetings is to announce the fulfillment of the pledges and plans made at the last Paris meeting in the fall of 1964. At that time, Mr. Weltner, on behalf of our company, described a most impressive list of projects and prospects. These projects and prospects have now become accomplished facts, and you will see during the course of this meeting what Mr. Weltner, with the indispensable aid of Mr. Koch, has been able to achieve in the year and a half since he became the president of our company.

No one but Mr. Weltner himself could possibly tell you what blood, sweat, and tears had to be put into the product which we shall outline.

When the full story is told, I know that you will share my unbounded confidence and pride in the pictures we shall be releasing in the months ahead.

And I also know that all of you assembled here will understand the great responsibility and challenge which is ours - namely to match our performance in the days to come to the high standard which is that of the one man to whom we all owe so much

Our President - GEORGE WELTNER

GEORGE WELTNER

My compliments to all who contributed to this convention and to the decorating of this room. I have seen



HENRI MICHAUD, Continental general manager, and host to the convention, said in his opening address:

"Ladies and gentlemen - in bidding you all a warm welcome to Paris, I must say that there has never been a bigger gathering of the Paramount clan in this great city than there is today.....no less than nineteen countries and fifteen languages are represented in this conference room!"

many others in the past, but none to match the dignity and effectiveness of this one....

Once more we are together in a most important meeting. It seems that with the acceleration of our product position each meeting becomes more important in the life of our company. Again I address the European and British sales organization. We have fulfilled the requirements that you have placed upon us. By telepathy we have known without your saying it what you have wanted from our studio. In essence, you have conveyed to us the thought that we should give you the product and you will show us what you can do. At last we have the product and we are giving it to you. I shall soon list for you these productions, which have not been easy to come by. They have taken two and a half years of hard and continuous work to "package", if I may use a trade term. It has taken the highest inventory in the history of our company and this has placed upon you and me our greatest responsibility. The delivery of product of this enormous value and cost gives you at once all that you have wanted and at the same time your most difficult assignment, because you now must give us what we need, namely, a fair return on this enormous investment. In order to accomplish this all of us here will be

(Continued on Page 9)



LONDON - Notable among the attendees at the Plaza premiere of "The Spy Who Came In From The Cold" was John Le Carré, whose scorching saga of espionage started the whole thing.

BRITISH CRITICS DEVELOP RABID RAVE-ITIS OVER "THE SPY WHO CAME IN FROM THE COLD": BUSINESS AT FEVER PITCH ALSO IN U. S.

London's Daily Cinema.....

said (Jan. 7th) of THE SPY WHO CAME IN FROM THE COLD --

RATING: Compellingly realistic cloak-and-dagger saga, with the grimy touch of authenticity; plot intriguingly devious; staging precise; suspenseful mood brilliantly sustained; climax bitter and thrilling; and Richard Burton superb. Outstanding pre-sold prestige box-office attraction.

With so much going for it ---- theme, star value, title -- it can't fail to be a winner.

In London, the film critics opened up their golden books of special words and phrases for "The Spy." NEWS OF THE WORLD said: "....the most thrilling night in the cinema for ages." SUNDAY TELEGRAPH: "Right from the start hits a wonderfully rhythmic stride that is going to excite an audience..." SUNDAY MIRROR warned: "...It is essential to see this superb film from the beginning....." THE PEOPLE: "It is a film...which I expect to become a classic of its kind."

ONLY GLOBALLY CIRCULATED JOURNAL ON MOTION PICTURES, TV AND ALLIED INDUSTRIES

MOVIE MARKETING

SOMETHING NEW WILL SOON BE ADDED MOVIE TV MARKETING
THE BOOK THE WORLD COULD NOT PUT DOWN



The Spy Who Came In From The Cold

IS COMING TO THE SCREEN
IN 1966 FROM PARAMOUNT

SOMETHING NEW WILL SOON BE ADDED MOVIE TV MARKETING

TOKYO - December cover of Movie Marketing carried unmissable word of "The Spy Who Came In From The Cold" to all parts of the world.



LONDON - The 'hot line' to the Plaza these days is the two-way queue that's there day and night to see the top spy drama of them all, "The Spy Who Came In From The Cold."

"The Spy Who Came In From The Cold" has been selected as "Picture of the Month" for February by Seventeen Magazine, it is announced by entertainment editor Edwin Miller.

The Martin Ritt production is hailed by Seventeen as "a remorseless, gripping drama...a beautifully made thriller, splendidly acted by Richard Burton, Claire Bloom and the rest."



Present for the Plaza "Spy" premiere: Paramount International's president, James E. Perkins, left, and Paramount managing director Russell W. Hadley, Jr. and Mrs. Hadley.

CANADA, TOO!

Canada had exciting openings of "The Spy Who Came In From The Cold" just as we were going to press, and the indications were that the successes of Britain and the United States will be repeated there.

Principal premieres were in Vancouver, Toronto and Halifax and we shall carry pictorial details of the events in next month's issue.

Convention Addresses From Page 7

carrying the heaviest workload in memory.

You will leave this meeting with a feeling of great elation because of the fact that our company is now emerging as the top company in this business, but at the same time you must have a feeling of responsibility that all this must be paid for. If this is not clear in your mind then I have not made my point to you and we shall all be losers. If you do not impart this responsibility to all of the manpower in your own organizations then you will have failed. The success story to come is in two parts, the first being our success in giving to you this succession of great pictures and the second part is the degree of your ability to successfully liquidate them.

It gives me a great feeling of security when I look at Howard Koch. On his shoulders rests the task of continuing this flow of product into the future. When Howard first went to the studio never had one man so little to help him contend with so much. Bit by bit he surrounded himself with a fine staff, Bernie Donnenfeld, Arnold Burk, Dick Wilson, and many others whom he may later tell you about. In the early days of rebuilding the studio he literally staggered under the workload but he has now emerged and is creating and in him lies our future success story. You will soon hear from him in this regard and he has thrilling news for you.

Our industry becomes constantly more competitive particularly in the field of production. The material for the big package is ever more scarce and the responsibility that falls on Howard Koch is heavier than has ever before beset a studio chief. His will be the privilege of continuing our success story and he knows that he has the support and friendship of all of us and that we will do all we can to be of help and assistance to him. No single man in Paramount carries more responsibility

Pledge of the Continental Division to Mr. Weltner

May I give you, in the name of the Continental Division, our solemn pledge of full and absolute confidence in your leadership and our assurance that we shall use every implement of our trade and our entire energy and devotion to achieve the truly maximum results possible.

I feel at liberty to offer this pledge for each of the Continental territories entrusted to my care, as I fully believe that I can speak for the delegates present, expressing their deepest thoughts by saying that they will all reach to the extreme limits of their capacities of achievement in order to obtain for you the most perfect and lavish harvest in all our fields!

- HENRI MICHAUD

upon his shoulders than the head of our studio.

I wish I had the words to tell you how much it pleases me to be with you here in conference again, to look around this table and see all of my old friends and a few new ones and to realize that you represent as fine a sales organization as exists anywhere in industry and certainly the best in our business.

HOWARD W. KOCH

Good morning. This is the first meeting of its kind that I attended since joining Paramount. I am delighted to be here, and already I sense the feeling of "family" and friendship that George Weltner has always told me is so characteristic of Paramount Interna-



In centre is Andre Pieterse, managing director of the very alert and progressive Ster Film organisation, distributor of Paramount product in the Republic of South Africa. At left is David Malan, insurance company executive and a director of Ster Film. At right - Milton Goldstein.

tional.

I must confess that the product feature "Paramount 1966" left me with mixed emotions. On the one hand, I felt like the proverbial dying man seeing his life flashed before him, since I was so wrapped up in the making of most of these pictures. On the other hand, I had a terrific feeling of pride in being associated with a line-up of pictures which, in my humble opinion, is the greatest that this or any other company has ever had.

I know that the popular concept of studio executive, complete with riding crop and breeches, still persists in some quarters. However, nothing could be further from the true picture. There is very little glamour to the job, but there is plenty of hard work and long hours. It is often a year or more before your efforts and perseverance begin to show results. But I wouldn't trade it for anything.

To me, picture-making is the most exciting and challenging work there is. Most people will agree with me that the motion picture is the most powerful and influential medium there is, particularly because it is truly international and reaches far beyond the geographic restrictions that are peculiar to radio, television and the press.

We have a tremendous responsibility to people throughout the world. Our pictures must be as entertaining and meaningful to audiences in Europe, Asia, Africa, the Middle East, the Far East, Australia and Latin America as they are to audiences in the United States and Canada.

Paramount is fortunate indeed in having as its president a man as internationally-inclined as George Weltner. Through years of experience, he has acquired the vision and determination that have helped to make this company a truly world-wide organization, in which every country is an equal member, working towards a common goal of unprecedented success and prosperity.

Those of us at the studio are separated from you only by geography. Our thoughts are always with you, and no picture is made without first con-

(Continued on next page)



This lovely display in the foyer of the Continental Division's head office in Paris reflects the confidence of Henri Michaud's organization that 1966 will in every way be the greatest of all Paramount years.

THE PRODUCT BOOK

A prime asset of the Convention was a particularly effective and informative product book, in color, illustrating virtually all of the forthcoming productions. Ingeniously fashioned, the book can be imprinted in any of several languages, making it a vital tool for international sales.

The book was designed and edited by International's Guenter Schack, Armand Cardea and Hy Smith.

sidering its potential in each of your countries.

At all times, our door is open to you and your ideas and suggestions. We welcome and, in fact, encourage hearing from you, particularly in the area of acting and creative talent that you may feel has potential for Paramount.

It is probably some time since many of you have visited the studio, so let me tell you briefly about the activity there at this time.

One of the first things that I did on assuming direction of the studio was to re-open our world-famous Marathon Street Gate to symbolize an open-door policy to filmmakers throughout the world. During the past year, production activity was the highest in the past decade, and it promises to maintain that level.

At the present moment, three major productions are before the cameras at the studio. In addition, a dozen films are editing or scoring. Pre-production work is proceeding full-steam-ahead on 30 new pictures.

Meanwhile, George Weltner and I are working on many new agreements that will carry us almost into the next decade.

Perhaps the most remarkable thing about our production schedule is its diversity. There is no over-loading in any one type of subject or theme. We are striving to satisfy as many different audience tastes as we possibly can.

We are also utilizing a wide range of acting and creative talent. You will find many of the most respected and popular names in our business, as well as a broad spectrum of new names that we feel will be the big names of tomorrow.

Production is only one phase of our great company's activities, and it could not be carried on without the support of a global distribution organization such as ours. It is gratifying to know that ours is the best in the business, and I welcome this opportunity to tell that to you personally this morning.

JOSEPH FRIEDMAN

Gentlemen -- I am delighted to be here today - first of all - so I can renew the many friendships I had the pleasure of making when I was privileged to attend and participate in the international sales meetings held here in 1964. Secondly -- I am pleased at being the one who brings to you the best wishes of our entire marketing and merchandising organization in the home office and at the studio and the very special good wishes and personal regards from Martin Davis our vice-president in charge of advertising, publicity and public relations, whose involvement in certain corporate matters in New York prevents him from

In the closing lines of Henri Michaud's address and welcome, and his introduction of Mr. Perkins, he said:

....The other day, in a book on Hindu philosophy, I came across the following sentence: "Giving, receiving, imparting secrets, asking questions, eating in company - these are the five proofs of friendship."

This is exactly what is proposed to us for the next three days! Evidently, we should consider the expression 'imparting secrets' to mean 'discussing in faith and confidence' ---

And now - in all 'faith and confidence' - and you know just how appropriate these words are for him, here is our chairman - Mr. James Perkins.

attending these meetings.

I am also happy for the opportunity to tell you what Paramount 1966 meant to us when this motto was created. Paramount 1966 is Paramount Pictures, and Paramount Pictures stands for promise - product - performance - planning - and a pledge.

Let us examine these words. Promise is the promise made by George Weltner and Howard Koch to provide us with the greatest lineup of pictures that run gamut of all entertainment tastes. Product -- you saw this morning. The trailer containing excerpts from Paramount 1966. Is there any doubt that the promise of the product has been fulfilled. Performance -- successful performances will be determined by the degree of vigor and response that accompanies the merchandising of the product to our sales force, exhibitors, media and opinion makers and to the patron. The success of performance will also be judged by our talent to detect and adapt to change -- to create newness. To satisfy the demand for our product to constantly seek better techniques that will lead to more factual information on what the consumer wants. To generate movement -- up dating to meet opportunity for every change in the marketplace. Performance will also depend on fast communications with all departments that can affect development must be focused on that concept. And from this fast moving point-of-sale area whatever new ways of communication there is also a tremendous need for immediate and accurate information both down to and back from the field organization. The weeks and months it takes to get a playback from the field, a reaction to new directions, is too long -- yet we know today's opportunities in the field have got to be interpreted by the sales and marketing men, not by second hand informants. What it boils down to is this -- our objective must be to move fast - in new ways - at the right time - in the right direction - to inform and communicate -- all profitably.

As for planning -- I eagerly look forward to the merchandising sessions

we will have in the next few days -- so I can join with Guenter Schack and John Nelson-Sullivan and tell you of the planning that is already under way for each of the pictures in Paramount 1966.

And now the pledge -- to bring to you individually and collectively the solemn pledge that our corporate responsibilities will continue to be approached with a persistence and an enthusiasm that is dedicated to planning marketing and merchandising campaigns -- and everyone in New York -- Hollywood and in-between considers each and every one of you in this room equal partners in this endeavor.

MILTON GOLDSTEIN

You have seen the product reel, you have heard the product story, you have heard our president's glowing picture of the company's potential -- it is now up to us boys.....All but a few of you have seen "The Spy Who Came In From The Cold" and you know how magnificently it is performing in the U.S. and London. My thanks to Russ Hadley, Peter Reed, Gerry Lewis and Leslie Pound for the great send-off they gave the film in London.....Our unit has always delivered what it has promised, and I now pledge to Mr. Perkins, on behalf of our unit, that we will deliver the maximum and make still more money available for new product.

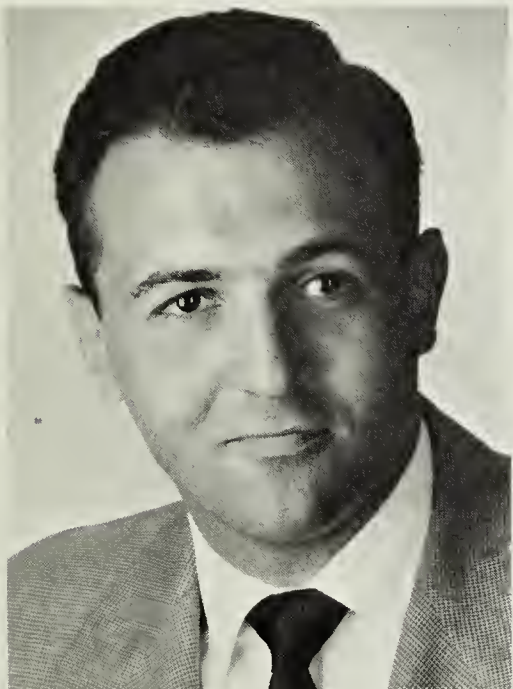
(In introducing Guenter Schack, Mr. Perkins told of his great presentation performance at the 1964 convention, and of his subsequent promotion to Paramount International's top advertising-publicity post in New York..... He also had high words of praise for John Nelson-Sullivan who replaced him in Paris and head of the Continental Division advertising-publicity forcesAnd he had also high words of praise for Joe Griedman for his great help in preparing so much material for this meeting.)

GUENTER SCHACK

Very glad to see again so many old friends.....Most happy to have the cooperation of Joe Friedman and John Nelson-Sullivan, and delighted to enjoy the great help received from the advertising and publicity forces in New York.....Our department has ceased to be merely a service outfit and hope we will be able to be an effective creative one as well for the world wide organization. This is all the more necessary because U.S. and many international releases have moved much closer together....We have to do our planning much farther ahead and so require all of your ideas and suggestions as soon as you can get them to us.....Routed, of course, through John Nelson-Sullivan, who will expedite them to us. A good idea in one country can be of great value to the whole Paramount world if circulated speedily.....I can best be of value to the International market with your help.

PREPARING FOR THE RETURN OF "THE TEN COMMANDMENTS"

Our heading stresses the word 'Return,' because that is the term to be used at all times with "The Ten Commandments." Not 're-issue,' or 're-release' -- but 'Return.' This point was made very clear by all speakers at the meeting, and is here relayed to all who will participate in "The Return of 'The Ten Commandments'."



PHIL ISAACS, who has been appointed national sales coordinator for "The Ten Commandments" in the U.S. and Canada.

Field Attendees

Division field publicity and advertising managers attending were: Henry Ehrlich, Los Angeles; Harry Schmerling, Philadelphia; Dick Taylor, Chicago; Bill Schaefer, Dallas; Gerald Rafshoon, Atlanta; Win Barron, Toronto.

Special merchandising representatives present: Ernie Johnston, Washington; Judd Sheppard, Pittsburgh; Paul Levi, Boston; Seymour Morris, Buffalo; Bill Gandall, New York; Bud Rose, Milwaukee; Woody Praught, Detroit; Jo Ann Sherman, Denver; Elaine Fried, Cleveland; Ed Peak, Tulsa-Oklahoma City; Nina Cutrbus, Salt Lake City.



Shown in this partial view of the meeting are, from left: Win Barron, Woody Praught, Dick Taylor, Bill Schaefer, Jerry Rafshoon, Henry Ehrlich, Nina Cutrbus, Ernest Johnston, Elaine Fried, Ed Peak, Bud Rose, Seymour Morris, Judd Sheperd. At far right, Don Goldstein.

Paramount's field publicity and advertising managers throughout the U.S. and Canada convened in New York Feb. 7th for a special two-day Merchandising and Group Sales Meeting on Cecil B. DeMille's "The Ten Commandments." Meeting was called by Martin Davis, Paramount vice-president in charge of advertising and public relations.

The merchandising conference was directed by Bernard M. Serlin, manager of the field advertising-publicity department, who was joined by Joseph Friedman, assistant director of advertising and publicity; Mike Weinberg, head of the advertising-publicity unit for the film; Mort Hock, advertising manager; Hy Hollinger, publicity manager; Dick Brooks, publicity executive; Everett Olsen, cooperative advertising manager; and Jerry Berger, assistant to Serlin.



Mike Weinberg outlining merchandising procedures to be followed and expanded. At left rear are Joseph Friedman and Bernard M. Serlin. At meeting's outset, Friedman read the address of Martin Davis, who was prevented by pressure of corporation business from attending the meeting.



Paramount Pictures president, George Weltner, as he addressed the gathering and reminisced on some of the historic incidents connected with this mighty, and timeless, film. At right, Mort Hock, Paramount advertising manager.

Weinberg Heads Special Unit

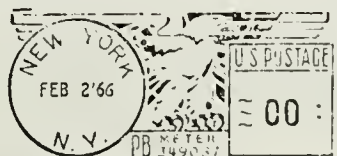
Myron "Mike" Weinberg has been named to head a special merchandising unit on Cecil B. DeMille's "The Ten Commandments," it is announced by Martin Davis, Paramount vice-president in charge of advertising and public relations.

Weinberg will coordinate advertising, publicity and promotion on the film, for which an all-new campaign has been created. "The Ten Commandments" will be released nationally in the U.S. and Canada starting with the Easter holiday period in April.

Weinberg was formerly with Warner Bros. as national sales promotion director for road show engagements of "My Fair Lady" and "Battle of the Bulge."

PARAMOUNT PICTURES CORPORATION
PARAMOUNT BUILDING, 1501 BROADWAY
NEW YORK, N. Y. 10036

Cecil B. DeMille's
The Ten Commandments
RETURNS EASTER





Two views of the meeting, with President George Weltner and general sales manager Charles Boasberg at head of the table. In the top shot, Mr. Weltner is addressing the meeting informally. In the lower shot, he has removed his coat as an indication that he would stay for the whole duration of the meeting - which he did.

Meeting was under the chairmanship of Charles Boasberg, and present in addition to Ernest Sands, assistant general sales manager, were the division managers - Hugh Owen, Mickey Stevenson, Tom Bridge, Ed DeBerry, Herbert Gillis and Ward Pennington. Also the following branch managers and Head Office sales and distribution executives: Myron Sattler and Nat Stern (New York), Don Hicks (Philadelphia), John Moore (Boston), Ted Krassner (Washington), Sid Kaplan (Chicago), Phil Isaacs, Martin Schank, Jack Perley, Ben Shectman, Fred Leroy, Arthur Dunne, Mario Ghio and Joseph Moscarel.

TOP-LEVEL SALES POLICY MEETING

The meeting, held in the Paramount board room, was devoted primarily to distribution, sales and booking, all concerned with the fact that we are now heir to the greatest line-up of product in our history.....In his capacity as chairman

of the meeting, Mr. Boasberg extended deepest thanks to Ernest Sands for his wonderful job of carrying on the sales policies during his (Mr. B's) recent illness. He also thanked the entire sales force for its current accomplishments in the "Welcome Home Charley Boasberg Drive," citing the record number of shipments the Drive has produced so far.

In calling upon Mr. Weltner in the midst of all of the great activities which engage Paramount's president these days, he alluded to the fact that "we wouldn't even be having this meeting but for the fact that the tireless work of Mr. Weltner has resulted in this wealth of matchless product." The president cited his great pleasure in seeing Charley Boasberg running the meeting, and how it was Paramount endless good fortune that he recovered so completely from his recent illness.

Powerful proof of the company's status was offered in a screening of the product film prepared for the Paris convention, and a full-length screening of "Nevada Smith."

PROMOTIONS



LOS ANGELES - Ward Pennington, at left, and Irwin Yablans (shown on a recent studio visit), figure prominently in a recent announcement regarding promotions. Pennington has been promoted from Los Angeles branch manager to the position of Western Division Manager, replacing Alfred R. Taylor, who has resigned.

Yablans, formerly L.A. sales manager, has been promoted to branch manager, succeeding Ward Pennington.



SID (S.M.) KAPLAN has been appointed Chicago branch manager, replacing G.R. Frank, who has resigned.

Prior to joining Paramount, Kaplan had been associated with MGM in Chicago from 1952 to 1964 in various sales capacities, including office manager and salesman. He is a graduate of the University of Illinois.

PARAMOUNT EVENTS IN LATIN AMERICA

A Pair of Chilean Events



SANTIAGO - This cocktail party in Paramount's office marked the departure, on maternity leave, of cashier Mrs. Julia Rodriguez. Shown seated, l to r: Manager Juan Laupheimer, Mrs. Lydia Gaymer, ad-sales clerk; Sergio Rosenbaum; Mrs. Julia Rodriguez; Miss Elba Vega, manager's secretary; Mrs. Perla Barrera, new cashier. Standing: Adrián Díaz, accountant; Mrs. Alicia O'Brien de Rosenbaum, sales control; Alfredo Patiño, new sales manager; Pedro Vergara, monitor; Lorenzo Ortega, booker; Miss Sylvia Molina, accounting clerk; Miguel Castillo, accounting clerk; Roberto Cooper, accounting clerk; Hipólito Delgado, checker.



This cocktail party marked the departure of Sergio Rosenbaum, Chilean sales manager for the past 7 years, who has entered another industry on a partnership basis. Front row, l to r: Miguel Castillo; Atilio Galvez, shipper; Lorenzo Ortega; Mrs. Perla Barrera; Miss Elba Vega; Juan Carlos San Martín, office boy; Mrs. Julia Rodriguez; Mrs. Lydia Gaymer; manager Juan Laupheimer; Mrs. Delfina Harms, former ad-sales clerk; René Nuñez, film inspector; Miss Sylvia Molina; Alfredo Patiño; Augusto Aranguis, office boy. Top row: Enrique Oyana-del, accounting clerk; César Maldonado, accounting clerk; Adrián Díaz; Hernán Prado, film inspector; Mario Borquez, film inspector; Pedro Vergara.

SAO PAULO - A glimpse of the Movietone TV show devoted to "Harlow," and participated in, l to r, by Paramount publicist Oswaldo Rocha, Cleber Holanda, film commentator on the show, and Paramount manager Miguel Mancini.



HOLLYWOOD - Marty Allen and Steve Rossi welcome Henry B. Gordon (r.), Latin American division manager, to one of the final sets of "Last Of The Secret Agents?" At left is

Norman Abbott, producer-director of the riotous comedy. The umbrella held by Marty is an unforgettable prop in the picture. It can do everything --- almost!



HOLLYWOOD - Latin American division manager Henry B. Gordon and Mrs. Gordon with Studio head Howard W. Koch. In his report of the visit, Mr. Gordon said: "I saw 'The Spy Who Came In From The Cold,' 'Judith' and some of 'The Last of the Secret Agents?' all of which powerfully supported the confidence that I have in our product for 1966."

A MAIOR CONVENÇÃO INTERNACIONAL DA PARAMOUNT

Este número de fevereiro do Paramount World subordinou um grande número de notícias gerais, ao interesse de dar a maior quantidade possível de espaço à Convenção de grande significado histórico para a nossa Companhia. A convenção de vendas e promoções realizada em Paris, que ocupa tanto espaço deste número, não é apenas a mais representativa de sua espécie, e sim a Convenção na qual o nosso presidente, sr. Weltner, está apto a anunciar não somente o programa de um ano inteiro de filmes, mas sim um programa de filmes já completados e prontos para ser lançados a qualquer momento.

Além disso, o sr. Weltner se encontra também na posição favorável de poder anunciar ainda um número de filmes já prontos, que representa o núcleo dos lançamentos da Paramount no próximo ano de 1967. Ambos estes fatos já mais fôram iguais ou sobrepujados por qualquer companhia cinematográfica em atividade em qualquer país. Estes fatos, somados, já servem para dar uma pujante demonstração de força e prestígio não só aos paramountezes da Grã Bretanha e Europa, no momento com seus representantes tomando parte na Convenção, como ainda aos paramountezes do mundo inteiro.

O Editor espera e acredita que nossos leitores compreenderão as muitas razões básicas que motivaram o encurtamento, neste número, de sua coluna favorita. Ele confia, porém, que os leitores se entusiasmarão ao máximo com as maravilhosas notícias atuais e futuras que se acham nas páginas desta histórica edição do Paramount World.

Easy To Give Up Smoking



SOPHIA LOREN

While on location in the Middle East for the filming of "Judith," Sophia Loren, starring in the title role, found giving up smoking easier than she thought it would be.

In the romantic drama, the sultry Italian actress portrays a woman driven by revenge, until the shock of conflict and the discovery of love rekindle her will to live.

Miss Loren, a two-packs-a-day smoker, found the atmosphere of the Holy Land so refreshing that she discovered she no longer needed to smoke to calm her nerves.

IS PARIS BURNING?



PARIS - Belgium's delegates with Paramount's president and the producer of "Is Paris Burning?"

L to R: George Weltner, Paul Delvigne, Paul Graetz and Michel Drachoussoff.

RIGHT

HOLLYWOOD - A recent visitor to the set of "This Property Is Condemned" was Henri Chapier, editor-in-chief of the important publication, "Combat." He is shown at right with Natalie Wood and Robert Redford, co-stars of the sizzling drama of the South.



LA PLUS GRANDE CONVENTION INTERNATIONALE DE P A R A M O U N T

#####

Le numéro de février du Paramount World a laissé de côté un grand nombre de nouvelles d'ordre général afin de pouvoir accorder le plus grand espace possible à une réunion qui a une grande signification historique pour notre Société. La Convention de ventes et d'exploitation de Paris, qui occupe une tellement grande place dans ce numéro, est non seulement la réunion la plus représentative de son espèce mais, en outre, à cette Convention M. Weltner a eu également la possibilité d'annoncer les films qui seront distribués pendant toute une année ainsi que ceux qui sont déjà terminés et qui seront projetés incessamment.

Par ailleurs, sa position est encore plus favorable dans ce sens qu'il a pu annoncer une quantité de films déjà terminés qui représente la quintessence des films que Paramount distribuera en 1967. Ces deux exploits n'ont jamais été ni égalés, ni surpassés par aucune autre compagnie de cinéma dans n'importe quel pays du monde. Ces seuls faits donnent une image excessivement encourageante aux Paramountiers d'Europe Continentale et de Grande-Bretagne (qui participent à cette Convention de ventes), et, à tous les Paramountiers à travers le monde.

Le rédacteur espère et croit que vous comprendrez les nombreuses raisons qui l'ont poussé à couper dans vos colonnes préférées de ce numéro. Cependant, il est sûr que vous vous réjouirez de cœur et d'esprit en apprenant la richesse merveilleuse des nouvelles présentes et à venir de Paramount qu'il s'est efforcé de rassembler dans ce numéro historique du Paramount World.

PARIS - Three of Italy's convention delegates with President George Weltner and Producer Paul Graetz in the 'museum' of "Is Paris Burning?" From the left: Mario Gambino, Renato Cammarota, Mr. Weltner, Mr. Graetz, Filade Levi.

IL PIU' GRANDE CONVENGO INTERNAZIONALE PARAMOUNT

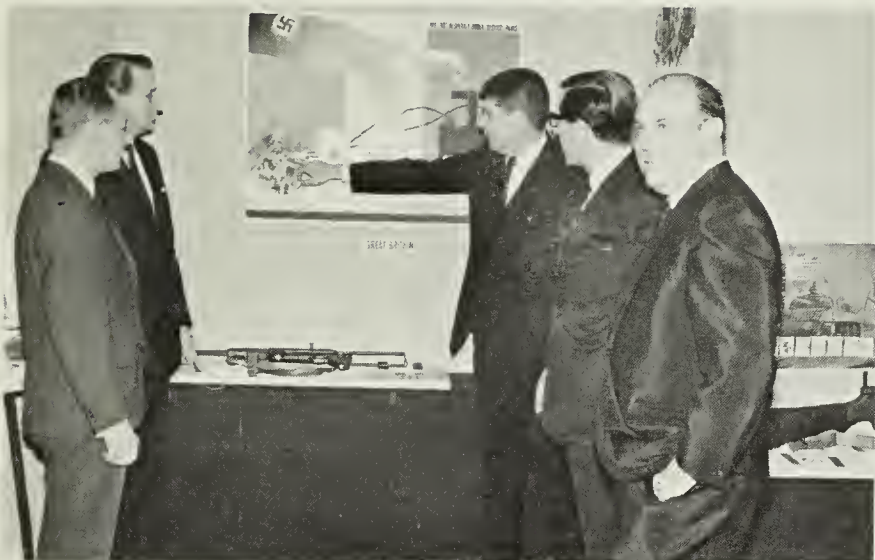
Anziché alla solita quantità di notizie di carattere generale, questo numero di Febbraio di Paramount World ha preferito riservare il maggior spazio possibile ad un convegno d'immenso significato nella storia della nostra Società. Infatti la riunione delle nostre forze di noleggio e pubblicità a Parigi, sulla quale ci dilunghiamo in questo numero, è certamente la più rappresentativa del suo genere oltre ad aver dato essaggio a Mr. Weltner di annunciare non solo un'intera annata di produzione, ma anche un'annata di produzione che è già pronta ad esser presentata al pubblico in qualsiasi momento.

Ma c'è di più. Mr. Weltner si è trovato nella posizione ancora più favorevole di poter annunciare un buon numero di pellicole già terminate che costituiscono il nucleo del Gruppo Paramount per l'anno prossimo, cioè per il 1967. Un duplice risultato di questo genere non si è mai verificato, né a maggior ragione è stato mai sorpassato, in nessun'altra Casa cinematografica di qualsiasi paese. Questi sono fatti che già di per sé stessi debbono presentare un quadro enormemente incoraggiante al personale Paramount non solo d'Europa e Gran Bretagna, cioè dei territori rappresentati al suddetto convegno di Parigi, ma assolutamente di tutto il mondo.

Il vostro redattore spera e ritiene che vi renderete tutti conto delle ragioni che questa volta hanno determinato la brevità della vostra colonna preferita. Egli è peraltro sicuro che deriverete immensa gioia e ben fondato incoraggiamento dalla messe di magnifiche notizie Paramount presenti e future ch'egli ha cercato del suo meglio d'includere in questo numero storico di Paramount World.



FILM EVENTS IN BRITAIN



PARIS - Three members of the four-man delegation to the Paris Convention from the U.K., study one of the British showmanship approaches to "Is Paris Burning?" in the 'museum' devoted to that picture. Managing director Russell W. Hadley, Jr. is pointing, Peter Reed, general sales manager, is second from left, and Gerry Lewis, ad.-pub. director, second from right.

At extreme left is Guenter Schack, Paramount International's ad.-pub. director; at right, Milton Goldstein, assistant to Paramount International's president in charge of special productions.

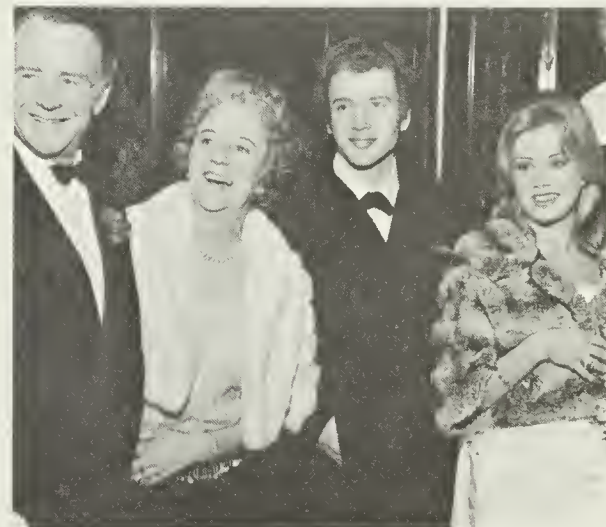
LONDON - Plaza foyer group at the premiere of "The Spy Who Came In From The Cold." L to R: Guenter Schack, Henri Michaud, Mrs. Russell Hadley, Mr. and Mrs. William Cartledge, Mr. and Mrs. Peter Reed, Milton Goldstein.



LONDON - This is what popular musical-film star Cliff Richard had to say about "The Spy Who Came In From The Cold" after seeing the spy thriller at the Plaza.



LONDON - Julia Foster, who stars with Michael Caine in the Paramount British production, "Alfie," attending the Plaza Theatre premiere of "The Spy Who Came In From The Cold" with her husband.



The whole Mills Family also saw, and loved, "The Spy." Shown in the Plaza lobby are: John Mills, Mrs. Mills, Johnathan Mills, Hayley Mills.



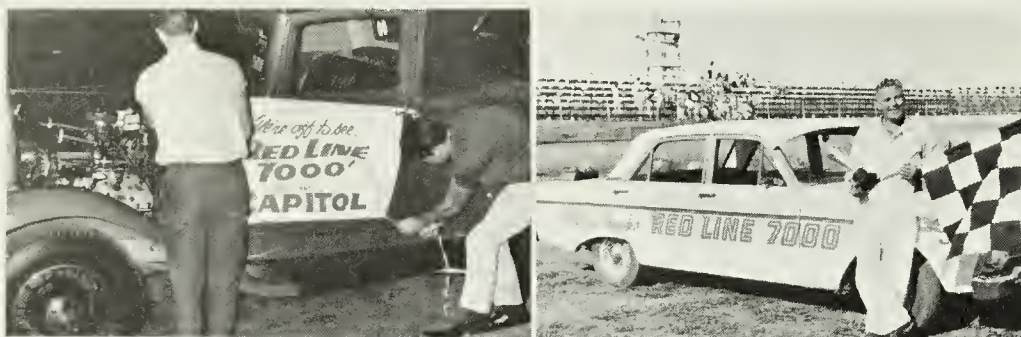
LONDON - Following the press screening of "The Spy Who Came In From The Cold" (in advance of the film's enormously successful engagement at the Plaza Theatre), an informal luncheon was held for leading critics and writers. Above, Paramount general sales manager Peter Reed is shown with, l to r: Patience Bulkeley, "Woman"; Cecil Wilson, "Daily Mail" and Ann Pacey, "The Sun".

Facial study of some of those who saw "Alfie" following the London screening for magazine writers. From left: Producer Lewis Gilbert, Tom Hutchinson of "Nova"; "Alfie" co-star Julia Foster; Margaret Hinxman, covering for "Woman" and "Queen."

AUSTRALIA & NEW ZEALAND



SYDNEY - Backed by a massive showmanship campaign, Howard Hawks' "Red Line 7000" has been a huge success here. In the scene above, despite the presence of police, crowds surge on to the street as the 'hot rods' and customised specials arrive at the Capitol Theatre. All cars bore banners reading: "We're off to see RED LINE 7000 at the giant Capitol."



SYDNEY - A couple of racing enthusiasts affix a "Red Line 7000" banner to their car before joining the car parade to the Capitol Theatre on the film's opening night. Caption to the picture reports that the racing film did the best business at the huge cinema since television's advent.

BRISBANE - Winner of the special "Red Line 7000" event at Archerfield track, Dutton Stibbard holds his trophy and the checkered flag which waved him into first place. The 'official' track car identifying the event, was driven by Paramount's Queensland manager, Roy Chesterman.

Another Chesterman item: Roy became a daddy again on January 14 when his wife Merle bore Amanda Jane, 7 pounds 6 ounces. Young Miss Chesterman is sister to David, 2½.

"SONS OF KATIE ELDER" 'GIGANTIC' IN NEW ZEALAND

Following the premiere of Hal Wallis' "The Sons of Katie Elder" at the St. James Theatre, Auckland, on January 7th, New Zealand general manager Stanley H. Craig cabled Paramount managing director Robert L. Graham in Sydney as follows:

DELIGHTED REPORT FANTASTIC ACCOMPLISHMENT "SONS OF KATIE ELDER" AT ST. JAMES, AUCKLAND. GROSS FOR FIRST THREE DAYS REPRESENTS ALL-TIME RECORD FOR ANY PARAMOUNT PICTURE IN ANY THEATRE ANYWHERE IN NEW ZEALAND.

The popular observance of "A Day With Paramount" in Australia has caused many exhibitors to travel extraordinary distances, under difficult travel conditions, in order to participate.

One showman in the massive state of Western Australia (Area, one million square miles), travelled 1,500 miles from Derby in the north-west in order to attend the meeting in Perth.

Mr. Craig in his report to the editor, added: "I don't know what more I can add to this extraordinary achievement excepting that the audience reaction is really splendid and the combination of this fact and the great beginning the film has made makes it look as though we are in for a record-breaking season."

"KING OF THE WILD WAVES"

Note on Page 34 a report on the extraordinary Australian showmanship devoted to this fine and thrilling Paramount 2-reel surfing special.



SYDNEY - Her Majesty Queen Elizabeth II has honoured the Chairman of the Greater Union Organisation with the Order of Knighthood in the British Empire. He is now Sir Norman Bede Rydge, K.B.E., here seen at right being congratulated by Paramount managing director Robert L. Graham. (Portrait of Her Majesty in background).



IN REPLY PLEASE QUOTE

OFFICE OF THE MEDICAL SUPERINTENDENT
FIJI LEPROSY HOSPITAL
MAKOGAI, FIJI

AIRMAIL -

20th October, 1965.

Mr. S.H. Craig,
General Manager,
Paramount Films Limited,
C.P.O. Box 670,
AUCKLAND, NEW ZEALAND.

Dear Mr. Craig,

THE TEN COMMANDMENTS

Anything I can say will be quite inadequate to express the deep gratitude of all our people at Makogai for your making available to us the above film. The film was screened last evening before every man, woman and child, excluding only six very sick patients: it was even a case of 'take up thy bed and walk' for those who could not ordinarily attend. The scene was a moving one indeed, and one which I know would have rejoiced your heart and repaid in full measure your great kindness and generous efforts on our behalf.

We made arrangements to have the film transhipped to Makogai in early October, our original intention being to screen it immediately upon arrival in order to have no delay in returning it to you, but again it was a case of 'man proposing and God disposing' for our transformer gave way completely ten days before your letter arrived telling us that the film was en route. There was nothing to be done but send it into Suva with the hope of an early return, but it was only two days ago that a mechanic was able to come to Makogai to complete the installation, etc. We arranged a special sailing to bring him in. His first day's labour proved fruitless and at one stage it seemed that we would have no alternative but to return the film to you without screening, as we were already conscious of the delay, but after working into the early hours of yesterday morning our good friends' efforts were crowned with success and we were able to announce to our people that the long-awaited treat would be screened last evening.

Your kind thoughtfulness, Mr. Craig, in including several posters turned out to be more than a simple gesture. They were displayed in front of the main office and I have never seen such a steady stream of patients return time and time again to study and discuss what they saw. And this morning there has been an equally steady stream at the office to express their gratitude for such a treat. Along with the posters I had attached a notice telling the patients who our kind benefactor was and were it possible to add each one's personal thanks to yourself I am sure you would feel fully compensated.

The Tofua is scheduled to leave Suva for Auckland on 27th October and we shall be returning the film by this sailing. We trust the delay caused at this end has not inconvenienced you in any way. We had considered at one stage returning the film by air but found that the charges were excessively high.

Your magnanimous gesture has brought an unprecedented response from all our people and I can assuredly speak for each and all with the prayer that the happiness you have brought to so many may circle back to your own heart.

God bless you and all those concerned, Mr. Craig.

Very sincerely and gratefully,

Stanley H. Craig

P.S. Would you kindly convey our thanks to Mr. Gerrard.

"MILESTONE NINETY-THREE" IS MARKED UP BY "A. Z."

A couple of days before Adolph Zukor's 93rd birthday anniversary on January 7th, a wonderful story about Paramount's founder appeared in The New York Times. This inspired the following telegram which Paramount's president sent to Mr. Zukor in Hollywood in time for the happy event pictured at right:

DEAR MR. ZUKOR: YOUR PHOTOGRAPH IN THE NEW YORK TIMES WAS SO NATURAL THAT WE COULD SMELL THE CIGAR SMOKE. WE HOPE THAT ON THIS BIRTHDAY AND MANY MORE TO COME YOU WILL LOOK AS WELL AND BE AS RELAXED AS IN THE PHOTOGRAPH. LOVE FROM BERT AND GEORGE WELTNER.

RIGHT

Mr. Zukor is congratulated by his son, Eugene, and by charming screen star Natalie Wood. (Miss Wood is working in the studio as star of "This Property Is Condemned").



THE BIRTHDAY LUNCHEON, January 7th.



Clockwise from left: Bob Goodfried (studio publicity director); Luigi Luraschi (executive production assistant to President George Weltner); Bud West (manager of industrial relations); Bill Stinson (partially hidden) (head of music dept.); Eugene Frank (resident counsel); Arnold Burk (executive asst. to Mr. Koch); Bernard Donnenfeld (assoc. head of studio activities); Howard W. Koch (vice-president and studio and production head); Adolph Zukor; Y. Frank Freeman (vice-president); Randy Wood (Dot Records president); S.L. Adler (studio executive); Chuck West (head of editorial dept.); Eugene J. Zukor; Hal Pereira (supervising art director); Frank Caffey (production manager); Edith Head (designer).

JANUARY 6, 1966

ADOLPH ZUKOR
BEVERLY HILLS HOTEL
BEVERLY HILLS, CALIFORNIA

DEAR MR. ZUKOR - YOU ARE INDEED THE SPIRIT OF NINETY-THREE AND YOUR GREAT LEGION OF FRIENDS GLORY IN YOUR PERSONAL AND BUSINESS COURAGE AND YOUR GREAT GIFT OF PROGRESSIVE THINKING. SPEAKING PERSONALLY I WANT YOU ONCE AGAIN TO KNOW HOW DEEPLY APPRECIATIVE AND GRATEFUL I AM AND ALWAYS HAVE BEEN FOR YOUR CONSTANT INSPIRATION AND YOUR FRIENDSHIP. IT SHOULD BE A GREAT ANNIVERSARY OCCASION FOR YOU TO BE SURROUNDED BY SO MANY MEMBERS OF YOUR FAMILY ON THE SEVENTH, BUT THERE WILL ALSO BE PRESENT IN SPIRIT THOSE COUNTLESS THOUSANDS OF YOUR FRIENDS AND WELL WISHERS ALL AROUND THE WORLD. THAT THIS OCCASION WILL BE REPEATED FOR YEARS TO COME IS THE WARMEST WISH OF

BARNEY BALABAN



Bernard Donnenfeld, Howard W. Koch and Y. Frank Freeman watch as Mr. Zukor, with one hefty puff, extinguishes the candles on the novel birthday cake prepared lovingly by commissary manageress Pauline Kessinger.

Nevada!!!!

The following rip-roaring tribute to Paramount's "Nevada Smith" appeared in the Rambling Reporter column of The Hollywood Reporter, issue of January 25th:

....The skyrockets are up like Holy Flypaper and Gee Whiz, following Paramount's family-type studio screening of "Nevada Smith".....It shapes up as the lot's most sensational oater* since "Shane"...It puts the fuel in the booster for Steve McQueen, Suzanne Pleshette, Martin Landau....and rates an entire issue of Cahiers de Cinema on helmer Henry Hathaway's career....

(*) Western



PHILADELPHIA - Reeves Weatherill (pointing to the projector), Public Relations Director of the John Wanamaker Department Store, explains the story behind "The Slender Thread" featurette being shown on the repeating motion picture projector. (A detailed account of this very special showmanship is on Page 33).



NEW YORK - Who sprang the joke?

Only a cross-examination of the participants could establish whether it was Marty Allen, James H. Richardson or Joseph Friedman that provided the 'ammunition' for this simultaneous laughter barrage. Occasion was the uproarious New Year's Eve visit of Marty Allen and Steve Rossi to Home Office to announce the conclusion of "The Last of the Secret Agents?"

With "Judith" now in national release, RCA-Victor has issued the soundtrack album of Sol Kaplan's musical score for the Sophia Loren starrer. Album has a cover utilizing the dramatic full-color art that highlights Paramount's advertising campaign.

Women are a lot like ships. If kept in good shape and painted occasionally, they'll stay seaworthy.

- Anon

Please Telephone and Say You Saw "The Slender Thread"

Special screenings of "The Slender Thread" have been held for women's and other opinion-making groups across the U.S. in advance of national release of the exciting picture.

In keeping with the story of the suspense drama, in which a telephone line plays a crucial role in a life-and-death struggle, guests at the "Slender Thread" screenings were urged to make at least one phone call to friends and/or relatives on their reactions to the film.

U. S. BRANCH NEWS (Continued from Page 6)

midnight shows, and from the information we get from our trucking routes, we must have gotten all the business there was to be had. In our smaller towns we are starting to get our dates for Paramount Week's as we find some of our country theatres booked further and further in advance.

Last week Mr. Howell and the writer made a trip to Taylorville - the headquarters for the Frisina Amusement Company - to button down our share of play time for the summer months.

- Jerry Bahner

BOSTON Last week, Boston Branch was happy to welcome back Charley Boasberg, literally, who was accompanied by Ernie Sands and Hugh Owen. Their time here was all too short, though.

Branch Managers Henry Germaine and Bob Moore were also here, at the same time, for an all-too-short visit.

I must say New England exhibitors are being extremely cooperative on our WELCOME BACK CHARLEY BOASBERG DRIVE - and it looks as though our expectation to have the Paramount trademark appear on every motion picture screen in the territory is going to be realized. February 16 to March 1 are going to be two terrific weeks!

We welcome our new salesman, Neil Polon, who comes to us from Universal in Philadelphia.

EDWARD SCHELLHORN

His legion of friends around the world will be saddened to learn that Edward (Eddie) Schellhorn, who was the very popular head of Paramount International's department in the Hollywood studio until his retirement from that post two years ago, died in Hollywood on January 10th after a long illness.

He has already started to carve a popular niche for himself here.

- Stanley Farrington

MILWAUKEE

We had a sneak preview of "The Slender Thread" recently, and one of the guests invited by the theatre manager who was unable to attend, came later to the regular showing. The letter of appreciation the guest sent to the theatre contains considerable praise for our picture, and we quote it herewith:

"Dear Miss Steinbach: Perhaps you remember my writing to explain that a bout with the flu prevented my using your invitation to attend a sneak preview of "The Slender Thread" at Southgate. You so kindly sent me a 'rain check' and we used it this afternoon. We were entranced and captivated by this suspenseful drama so beautifully portrayed by the supporting cast as well as the outstanding work of Sidney Poitier. My husband, being interested in all phases of photography, thought the camera work magnificent, and the fact that it was done in black and white added emphasis to the story. You are to be commended on your choice of films in both Cinema 1 and 2. They are always of high caliber and in good taste. Thank you again for your kindness. Sincerely yours, Delores Christeck."

"The Ten Commandments" will play in Milwaukee over Easter. The enthusiasm and interest that is generating again over this picture is something tremendous.

It has been a real pleasure to work on the "Welcome Back Charley Boasberg Drive." The exhibitor cooperation has been excellent.

We recently screened "Paradise, Hawaiian Style," which was wonderfully received. Everything points to a big, big 1966 for Paramount.

- Howard Ross

INDIANAPOLIS

We are happy to report that "Red Line 7000", like a good wine, improves with age. We have had some remarkably fine grosses from many of our smaller situations.

Many happy returns to Margaret Manning on her (???) birthday!

We enjoyed a visit from Division Manager, Mr. Herb Gillis, recently.

Although the weather has been hovering from zero to 20 degrees, we have been making drive in deals throughout the territory.

Our booking department is working feverishly on the Welcome Back Charley Boasberg Drive, and with good results.

Screened "Paradise, Hawaiian Style", and the unanimous reaction is \$\$\$\$\$\$.

- Ray Thomas

The mother of a pretty young girl was asked by her daughter, "What do you give a man who has everything?"

Replied mother, "Encouragement, dear, encouragement."

The Ever-Mounting Mightiness of "IS PARIS BURNING?"

Be sure to see The Museum of 'Is Paris Burning?' pictured on Page 37. A vast and exciting array of actual items used by the Paris Underground during the Occupation and in the actual moments of Liberation.

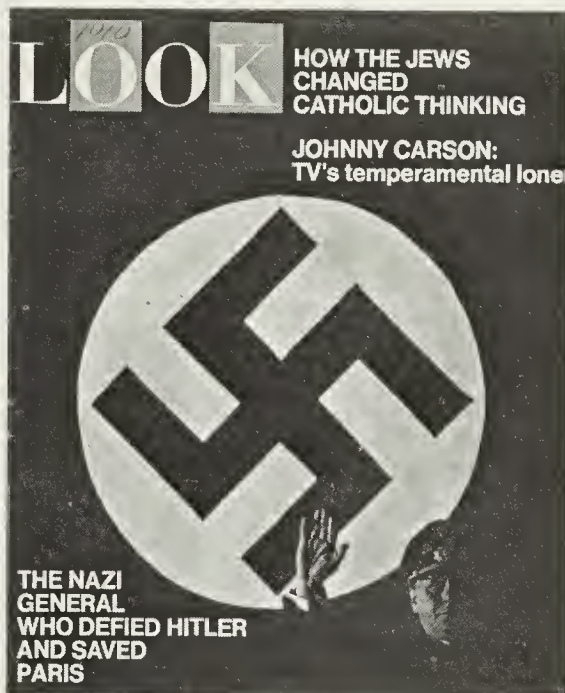
At 9:45 on the morning of January 19th, the Paris convention delegates began one of the top thrills of their lives -- they were introduced to several reels of "Is Paris Burning?"

First a greeting by Henri Michaud. Then his introduction of Luigi Luraschi (see details below), and then the unfolding of scenes which will make prouder the heart of every Paramounteer wherever he be in the world.

Present in their technical capacities on the picture were Bob Lawrence and Doc Erickson (both veteran Paramounteers), and publicist Nat Weiss.

The presentation of the footage supremely thrilled the delegates. The majesty of the picture was beyond their wildest expectations. They were sold 100% plus.

At the conclusion, Henri Klarsfeld thanked Mr. Weltner, from the heart, for his French organization.



Striking cover of Look (USA) Magazine, issue of January 25, the cover merely prelude to a colorful, intimate story of General Dietrich Von Choltitz (lower right on cover), the man who preserved Paris from wanton destruction. Copies of the article were distributed to all convention delegates.



Some of the delegates in the 'museum' of "Is Paris Burning?" as they listened to producer Paul Graetz tell of the film's genesis. From left: Messrs. Weltner, Michaud, Perkins, Malan, Siter, Hadley, Angel, Herrero, Rafael Herrero, Gendre, Reed, Hirt, Silvius.

(Lady in the foreground could well be the symbol of Marianne, for whom the producing company which made "Is Paris Burning?" was named. Actually the lady is Mrs. Odette Ferry, publicity manager for France.)



René Clément.....

The dedicated director of "Is Paris Burning?" whose genius will glorify the screens of the world for ages to come.

Luigi Luraschi Adds Factual Fire To Enthusiasm for "Is Paris Burning?"



In advance of the Cinema Publicis screening of scenes from the actual production of "Is Paris Burning?", Henri Michaud invited Luigi Luraschi, shown at left, to give first-hand impressions of the physical creation of this mighty production from the very start of filming. As a production executive assigned to this picture by President George Weltner and Studio Head Howard W. Koch, Luraschi has a complete and comprehensive knowledge of the immense travail this production has undergone in order to emerge as a crystallization of its immortal theme. As a speaker of unannounced power and simplicity, he completely enthralled his audience, the members of which are now secure in the knowledge of why everybody connected with "Is Paris Burning?" in any capacity whatsoever, is completely dedicated to this special, this unique, this soul-stirring magnificent motion picture of the liberation of a lovely city.



The Paramount-decorated Concorde Room in the Hotel Orly Hilton, looking towards the dais. The room is named for the Concorde, a giant new aircraft being built jointly by France and the United Kingdom.



Howard W. Koch can get the laughs, too. The wry humor of the studio and production head registers heavily with the head table, just as it did with the whole of the delegates in the room. Shown are, from left: Messrs. Nelson-Sullivan, Hadley, Michaud, Weltner and Perkins.



Among the fine and informative speakers of the meeting were Guenter Schack (left) and Joseph Friedman, both of whom delivered messages of showmanship significance on several occasions.

Their overall contribution made evident to all the international value of contributory showmanship - especially in the light of so marvelous an array of product.

RIGHT

What they had seen in the product preview reels screened in the Cinema Publicis Orly obviously pleased Howard W. Koch, George Weltner and James E. Perkins.



Pictured with Mr. We are, at left, James E. Perkins, right are Frank A. Siter and Goldenthal (latter partially visible).



Paramount 1966 YEAR OF THE International & Merchandising Paris - January 18-20

mount 66

THE HARVEST al Sales ing Meeting uary 18-20

some glimpses of
endliest and most
business conclaves ever
world.



er and Mr. Joseph Levine
ins and Henri Michaud. At
George Baramili and Willy
y hidden).



The Concorde Room as viewed from the speakers' table. At the rear left is a revolving device bearing the sign: "Revolve Re-Releases and Reap Rewards." Its message was significantly received.



A study in listening as the global potentials of "The Spy Who Came In From The Cold" were being outlined. This was the audience on the eastern side of the room, and the photographer's lens was so good we are sure everyone can identify himself, or herself.

PARIS BURNING ?

Four-fifths of the group which traveled the longest distance to the convention - the South African delegation.

From left - Pierre Louw (Ster Film); Ronald A. Dwyer (Paramount S.A. rep.); George Weltner; Paul Graetz; Len G. Thomas (Ster Film gen'l mgr.); David Malan (Ster Film director).

The 'fifth' missing from the group is Andre Pieterse (Ster managing director) who is pictured elsewhere.



HOME OFFICE NEWS ITEMS

It is being quite a winter here in New York, but we know that a lot of the branches

all over the U.S., and particularly in Canada, are getting it a heck of a lot worse.

In any case, the bowling enthusiasts are taking it in stride, and as we go to press a most spirited battle seems to have shaped up, particularly with respect to the three leading teams of Tony Curtis, Elvis Presley and Steve McQueen. Secretary Bob McKeown's reports, which go to all bowlers, are gems of information and advice, and reveal that there is plenty of good fun to be had in the Paramount bowling circle. We think very highly of Bob's from-the-shoulder advice and think that he should work on a manual of bowling, not only from the technical standpoint, but the psychological one as well.

Paramount's Medical Director, Dr. Leon J. Warshaw, is getting a lot of favorable reaction from his series of articles in Consultant Magazine. Articles are appearing on a regular basis and largely deal with Occupational Health. We also have read his article, "Chronic Disease and Employability: the Physician's Role," which was reprinted from Journal of the American Medical Women's Association. It further substantiates the deep and constant concern of our Medical Director for the welfare of working people in general and the members of the Paramount organization in particular.

Charley Hickey and the Paramounteers of the Home Office are on the receiving end of sincere and wonderful thanks from the Children of Bellevue Hospital, transmitted via Miss Michi Yasumura, director of the Children's Recreation Service. Her letter to Mr. Hickey reads: "Our special Bellevue Santa Claus, (one of our doctors), reported that his 'rounds' on Christmas morning were delightful. Physical examinations of each and every child revealed only bright eyes, happy hearts and contagious laughter.

"Thank you so much for making another Christmas a joyous one for our youngsters. Your gifts were just what the doctors ordered, and what the children dreamed of and wished for. And as usual, you did not forget our psychiatric youngsters with beautiful gifts of costume jewelry.

"Your generous check in the amount of \$220 was more than the staff dreamed and wished for. For you, Mr. Hickey, a special wish for

good health and happiness in the New Year, and to all the wonderful Paramount employees, our best

The room was hushed, the speaker mute. He'd left his speech in his other suit.



Payroll Dept.'s Elizabeth Malone, whose cheerful smile as she distributes payday checks is a Home Office tradition, is on the receiving end as her 25 years of fine Paramount service bring her the timepiece emblem of the Company's 25-Year Club. Assistant general sales manager Ernest Sands makes the presentation.

#####



Marty Allen, visiting the Home Office New Year's Eve party, enrolled five new members of the "Hello Dere" Club right away. They are Marilyn Bettinger, Bette Baumann, Mary Reisner, Myrtle Rosenthal and Beverly Livshitz.



Here, at left, Marty Allen tries out one of his routines on Joe Friedman and Martin Davis. At right, he does a spot of autographing for Doris Pfeiffer and Lucille Mastrolanni.

wishes for a Happy New Year!" (sgd.) Michi Yasumura.

It isn't going to be the same around 1501 Broadway without the crackling wit and humor of Russell Holman, whose retirement is announced, and pictured, on Page 39. But there is compensation in the fact that now we shall be able to read all of those wonderful stories which hitherto he has not had the time to put on paper. Throughout the years, Russell has long been Paramount's best yarn-spinner and storyteller.

We are glad to note, at top of this column, the splendid liaison which Marty Allen and Steve Rossi have established with Paramount's personnel. Long may it thrive!



This being Paris, what John Nelson-Sullivan (left) and Joseph Friedman are studying so intently could be just about anything. At least it is larger than a postcard.



Switzerland's delegation with Paramount's president and the producer of "Is Paris Burning?" From left: Walter Hirt, Edward Weckerle, Paul Graetz, Jules A. Gendre, George Weltner.

PARAMOUNT PERSONALITIES AT THE PARIS SALES MEETING



The accent here was decidedly English: Leslie Pound, Gerry Lewis, Peter Reed.....



...and here the accent was Spanish, the Spanish of Spain: Angel Herrero, Rafael Herrero and Jaime Arias.

"Today's paper says it is warmer in Helsinki than it is here," says Kurt Troupp (at right), "Maybe," says Paul Flodin (centre), "but we've got the Paramount spirit to keep us good and warm." Moral support to this argument is lent by Jan Persson.



Producer Paul Graetz with Denmark's Michael Barking. At right: Norway's Harald Eriksen.



Production executive Luigi Luraschi (at left) and Greece's internationally renowned showman-producer-distributor Savas Pylarinos.



Pilade Levi certainly is making a brilliant effort to sway the impassive Hugo Stramer (centre) and the partially skeptical Howard Harrison. Subject matter: Unknown.



Portugal's manager, Emilio Prister (at left), with President George Weltner and Producer Paul Graetz.



Michel Drachoussoff, Belgian publicist; Simone Cain, secretary to John Nelson-Sullivan; Odette Ferry, French publicity manager; Paul Delvigne, Paramount Belgium manager.



When you argue in this area, you'd better be right. Paramount President George Weltner (at left) and Continental General Manager Henri Michaud.



"You fellows don't need air tickets - you live here!" says transportation wizard Marcel Hamel to Eugene Maillet, Henri Klarsfeld and Daniel Goldman.

Producer Joseph E. Levine was a surprise, totally unexpected guest. The Convention committee learned he was passing through Paris and extended an invitation to "join the Paramount party."



Producer Paul Graetz (at right) with, l to r: George Baramili, Werner Rochau, Erich Wania and Henri Michaud. The subject: "Is Paris Burning?" of course.

Mrs. Eugenia Josif, private secretary to Mr. Michaud, lunching with Jan Persson (Sweden), Kurt Troupp (Finland), Paul Flodin (Sweden), Albert Deane (Home Office) and Harald Eriksen (Norway).





HAPPY TRIO FROM AMSTERDAM - What the convention has presented to them has obviously made these three astute showmen from the Netherlands very contented. They are, L to R: Jan Van Leeuwen, Jack De Wilde and Max Gerschtanowitz, all of Filmverhaarkanteer Nederland.

The "Paramount Party" Was the Party to Belong to in P a r i s !



Paul Flodin, Gilles Chapal and Jan Persson get a piece of interesting news from Werner Rochau. Kurt Troupp muses over the pleasure he will get from telling the story of the new product to his exhibitors.

A cocktail party is mood, and food --- and fine drink as well..... and here in this Vista at the Ritz all of them are good.

This was Mr. Perkins' cocktail party. The evening of the closing day of the meeting, there was Mr. Michaud's cocktail party at the Orly Hilton Hotel.



Four very contented French Paramounters at the Ritz cocktail party. L to R: Simon Benchimol, Eugene Maillet, Henri Klarsfeld and Daniel Goldman.



Showmanship might well have been the cocktail conversation piece between Joseph Friedman (r) and Vieri Niccoli.



Lindsey Jones, Leslie Pound, Simone Cain and John Nelson-Sullivan -- they did much to make the show the success that it was.



Erich Wania appears to have taken on the role of wine-taster, with Siegfried Kobosil, centre, awaiting his verdict. Heinz Donnberg seems content with his choice.



Mario Natale, Miss Caracciolo of the Continental publicity department in Paris, and Vieri Niccoli reminisce (in Italian, of course) over some of the comedy in "Alfie."

FARCIOT EDOUART - 50 YEARS A TRULY VALUABLE PARAMOUNTEER

Last year, a man whose name appears in the credit titles of all Paramount pictures which have 'special effects' - and who has a battery of Academy Award 'Oscars' in testimony to his outstanding technical skill - rounded out fifty years of continuous service to the production division of the Paramount organization. He is Farciot Edouart, and if there is anyone anywhere more loyally dedicated to Paramount, we haven't heard of him, or her.



Screen star Ann Miller and Paramount's supervising art director Hal Pereira discussing "The Spy Who Came In From The Cold" following the film's premiere at Hollywood's Warner Theatre.

When Pauline Grossman retired at the end of December, she was partied by her studio friends. By a fine stroke of luck, her good friend, Fay Saperstein, New York secretary to Joseph Hazen, was in the studio and able to attend Pauline's party. Shown in the candid shot above are, Pauline at left, Fay in centre, and at right is the perpetually pleasant Jo Neilsen of Mr. Frank's legal staff.



(In relation to this, it was told to Mr. Weltner by producer-director Otto Preminger during an early screening of "In Harm's Way," that in one of the 'valleys' in the economic progress of Paramount, Mr. Edouart took a studio job as timekeeper at ten dollars a day in order to remain on the payroll and keep his continuous Paramount record intact.)

Farciot Edouart (he has a never-used Alexander in front of that name) was born in Los Angeles on November 5, 1894. He truly inherited his technical skill, for his great-grandfather was considered to be the world's greatest silhouettist in an era which preceded photography.

At the age of 21, having determined that photography was the profession he was most interested in, Farciot joined the Hobart Bosworth Studios on November 15th 1915 as an assistant cameraman. Bosworth was one of the early companies comprising the complex which later became the Famous Players.

His skill as a cameraman was such that the A.E.F. in World War I used him in recording a great deal of the historical aspects of the war. Immediately after the war, Edouart was put in charge of all film and still photography for the American Red Cross. He covered 24 countries in Europe both for the Red Cross and the U.S. Dept. of Public Information. Most of this photo work subsequently became important in World War II to the State Dept. and the Intelligence Branch of the Army.

In 1921, Farciot Edouart returned to Paramount, and so, with the exception of this military service, he has been with Paramount from 1915 to the present day.

His Academy Awards record shows the following glowing statistics resulting from his technical wizardry:

- Three Oscar Statuettes.
- Four Gold Plaques.
- Seven Class II Academy Awards.
- Nine Class III " "

Also, he has received seven additional nominations for Special Photo Effects over the years.

Bringing Mr. Edouart's great technical contributions even closer to the present, you will find his work, with the appropriate credit titles, in the following new Paramount pictures: "Paradise, Hawaiian Style," "The Oscar," "Oh Dad, Poor Dad" and "Assault On A Queen."

Congratulations, Farciot Edouart! Long may you continue to serve the Paramount you have already served so magnificently.



Farciot Edouart, left, with Otto Preminger, producer-director, at the time of the completion of the special effects for "In Harm's Way."



Not all of the Paramount glamor reaches the screen - a lot of it is present in the working ranks that make the film productions possible. Here we have a lot of it above at the Christmas party in Eugene Frank's studio legal department, with Mrs. Frank present as the donor of miniature paintings of her own creation, one for each member of the staff according to numbers drawn.

Olive Long and Mr. Frank are shown seated.

Standing, L to R: Margaret Schlimgen, Pauline Grossman, Richard S. Goldstein, Max L. Raskoff, Sue Bull Jones, Margie Brothwell, Dorothy Uhlemann, Carolyn Robinson, Mrs. Eugene Frank, Anita Hernandez, Harriet Nystuen, Winifred Robertson, Allen Klein, Louise Wilhite, Johanne Nielsen, Stella Loudon. (Missing from the photo is Gertrude Rosenstein, who had the nerve to be cavorting in Hawaii at the time of the party).



NEW YORK - This is Kate Reid, a leading Canadian dramatic actress who has arrived here following the completion of her U.S. film debut, co-starring opposite Natalie Wood and Robert Redford in "This Property Is Condemned." In this dramatic film, based on a Tennessee Williams play, Miss Reid portrays Hazel Starr, Miss Wood's domineering mother, who operates a boardinghouse in a small Mississippi railroad town in the 1930's. Miss Wood is at right in scene above.

"This Property Is Condemned," a Seven Arts production set for release this year by Paramount, is being produced by Ray Stark and directed by Sydney Pollack.

NEW YORK - Part of one of the many queues inspired by the presentation of Sophia Loren's "Judith" at the Radio City Music Hall. This line of human beings, and the countless others like it, constitute the most effective and practical 'critic' that there is in the world today - the picturegoing public.



INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



NEW YORK - The members of this quartette at a most important luncheon, are, l to r: Leon Shimkin, president of Pocket Books, Inc.; Joseph E. Levine, president of Embassy Pictures; Harold Robbins, author of "The Carpetbaggers" and the forthcoming "The Adventurers"; and Martin Davis, Paramount vice-president in charge of advertising and public relations. Occasion was the public announcing of the 1966 publication of "The Adventurers," which will reach the screens of the world in 1967 as a Joseph E. Levine production released by Paramount.



CORAL GABLES, Florida: In advance of the premiere of "The Spy Who Came In From The Cold" in Miami (see Page 8), Martin Ritt, producer-director of the spy thriller, visited the University of Miami and spoke before the student body. He is shown above, left, with Dr. Delmar Sholem, head of the University's Dept. of Drama.

On February 11th, "The Spy Who Came In From The Cold" began the 8th record-breaking week of its New York premiere engagement at the DeMille and Coronet Theatres. Exciting nature of the film has resulted in one of the most solid word-of-mouth promotions in years.

ISRAEL OFFICIALLY HAILS "JUDITH"

President George Weltner, on January 24th, received the following telegram regarding JUDITH from Mr. Haim J. Zadok, Ministry of Commerce of Israel:

AT THE SPECIAL PREVIEW FOR THE PRESIDENT OF ISRAEL AND MEMBERS OF THE GOVERNMENT WE FOUND THE FILM JUDITH THRILLING, INSPIRING AND NOSTALGICALLY POIGNANT. WE ARE PROUD TO HAVE ASSISTED AND WISH TO THANK AND CONGRATULATE YOU ON YOUR GREAT ACHIEVEMENT.

EUROPE



HOLLYWOOD - Miss Alice Nielsen, of the Paramount staff in Copenhagen, stands between Jane Russell and Howard Keel on the set of the A. C. Lyles production, "Waco." At left is Miss Nielsen's sister, Norma, a resident of San Francisco. The Neilsens also visited with Allen and Rossi on the set of "The Last of the Secret Agents?" and had lunch with Paramount International's Rose Goldstein in the Studio Commissary.



HOLLYWOOD - Important visitors from Israel meet John Wayne on the set of "Eldorado" and Allen and Rossi on the set of "Last of the Secret Agents?" The visitors, shown with Wayne are, l to r: Mrs. Sara Mayer, Mrs. Rivca Mayer, Mr. Mordechai Mayer and Mrs. Rina Leitersdorf. Mr. Mayer is managing director, Export Bank Ltd., Tel Aviv, Israel. In the upper photo, in altered order, the four are with Allen and Rossi.

PARIS - A study in convention expressions. L to r, rear: Walter Hirt, Hans Menasse, Michael Barking, Jan Persson, Kurt Troupp. Foreground: Siegfried Kobosil, Jules A. Gendre, Heinz Donnenberg.



"Sons of Katie Elder" 'Whammo' in Italy

.....The Variety-ism refers to the top-grossing performance of the Hal Wallis hit in splintering key-city records at the Reposi Theatre, Turin; the Lux and Arena Soli Theatres in Genoa; the Gambrinus Theatre in Florence, and many other noted cinemas.



PARAMOUNTS STÖRSTA INTERNATIONELLA SAMMANKOMST

För att i detta nummer bereda största möjliga plats åt en sammankomst av stor historisk betydelse för vårt bolag har det detta gång visat sig nödvändigt att "lägga på is" mycket av det sedvanliga nyhetsmaterialet. Den försäljnings- och reklamkonferens i Paris, vilken upptar huvudparten av utrymmet, är inte bara den mest representativa sammankomsten i sitt slag; vid densamma har Mr. Weltner kunnat tillkännage vilka filmer som kommer att släppas ut under ett helt år, men inte bara det -- det märklige är att samtliga dessa är färdiginspelade och klara för visning när som helst.

Vidare har Mr. Weltner varit i den gynnsamma positionen att kunna tillkännage ett antal filmer som redan är färdiga och vilka representera kärnan av Paramounts produktion för år 1967. Inget annat filmbolag har någonsin kunnat berömma sig av två sådana prestationer, än mindre överträffat dem. Enbart dessa fakta måste te sig synnerligen uppmuntrande för oss, inte bara i Europa eller Storbritannien som är representerade vid konferensen ifråga, utan för alla paramountärer runt om i världen.

Redaktören hoppas och tror att ni skall förstå skälen till nedbantningen av er favorit-spalt i detta nummer. Det är också hans förhoppning att ni kommer att finna nöje och glädje av de många strålande nyheter om Paramount idag och i morgon, som han strävat att förmedla i detta historiska nummer av Paramount World.



ZURICH, Switzerland - The noted department store, EPA, one of the world's finest, was so enamoured of "The Amorous Adventures of Moll Flanders" that it gave six windows for displays in behalf of the picture. We show two of the windows here and are advised by Star Films Jules Gendre that many other stores, inspired by EPA gave fine window displays also.

Sidelights on the Paris Convention



All convention delegates signed the Orly Hilton's Golden Book. Here President George Weltner adds his signature. In the rear are Lindsay Jones, Paris, and Leslie Pound, London.

Also present at the special luncheon at the Orly Hilton on January 19th were:

Mme Bagard, Albert Bernstein, Mme Varlet, Mme Macarez, Mr. Remy, Pierre Capozzi, Mr. Roux, Jean Mercanton, Nat Weiss, Doc Erikson.

Quoting Joseph E. Levine

Excerpts from the very fine address made at the Paris Convention luncheon in honor of Mr. Weltner:

"....If I did nothing else today, it would be a pleasure to be with you all to give praise where praise certainly is most deservingFirst, I want to pay tribute to your president, George Weltner..... There are two proud words which characterize your president - determination and dignity....By the same token, I want to pay tribute to Howard Koch. Howard has never faltered, has never wavered. He is doing a magnificent job in running the Paramount studio.

"I should like to pay tribute to all of you, and all of the people around the world who comprise the Paramount International organization....Today I have greater confidence in all of you....Sixteen months ago all of you were deep into your campaigns on 'The Carpetbaggers.' The merchandising contest on that film is the only contest I know of in which everyone was a winner.....

"For years Paramount has used the slogan: 'If It's a Paramount Picture It's the Best Show in Town.'

"I want to paraphrase that...

"If It's a Paramount Picture, It's Handled By the Best Showmen in Town...all over the world!"

Convention Asides.....

Wonderful to hear the sparkling business optimism of the five from South Africa - Andre Pieterse, David Malan, Ronald Dwyer, Len G. Thomas and Pierre Louw. Tempo even higher after they saw the product evidenceWe still marvel at Frank Siter's mastery of just about umpteen languages; we also shall watch that bet on "Becket" that he has going.....Innate artistry of Savas Pylarinos showed in the 'doodles' he created as he listened to the addresses....Savas' great pride in his talented nephew and his adorable son reminds us that just about every delegate had wallet photos of their sons and/or daughters, and showed them on the slightest provocation....It was mighty nice to see Jules Gendre minus a cane. Showed how completely he is recovered from that bad riding mishap....Also fine to see Kurt Troupp so happy in his new marriage.....A treat to watch Marcel Hamel's handling of the multiple transportation details.....and to note Willy Golden-thal's masterly promotion of Lebanon as the world's new paradise.....Siegfried Kobosil's praise in behalf of a four-year-old member of the family proved to belong to a mighty fine canine, a boxer....Ladislav Koch made every shopping moment count - and always for something for Mrs. K.....and finally there was the profound conviction that the whole convention itself was the ideal United Nations that the whole world should be.

A Great Many Thanks.....

A lot of Paramounteers in Paris, New York and Hollywood labored mightily to make the Paris Convention the solid success that it was. We have rounded up as many names that we could of those responsible in their own particular spheres (and we apologise for those we have unhappily missed).

PARIS

John Nelson-Sullivan, Marcel Hamel, Lindsey Jones, Odette Ferry, Gilles Chapal, Simone Cain.

NEW YORK

Guenter Schack, Armand Cardea, Hy Smith, Harry Doldus, Bob Guilfoyle, Larry Flynn, Edith Talcott, Emma Sattler, Marguerite Bourdette, Helen Dumbra, Paula Levy, Vera Guilfoyle, Holly Vincent, Efton Masters, Marie Alongi, Irene Anastasiou.

HOLLYWOOD

Everyone connected with the preparation and production of the marvelous multi-reel film of forthcoming great Paramount Pictures.

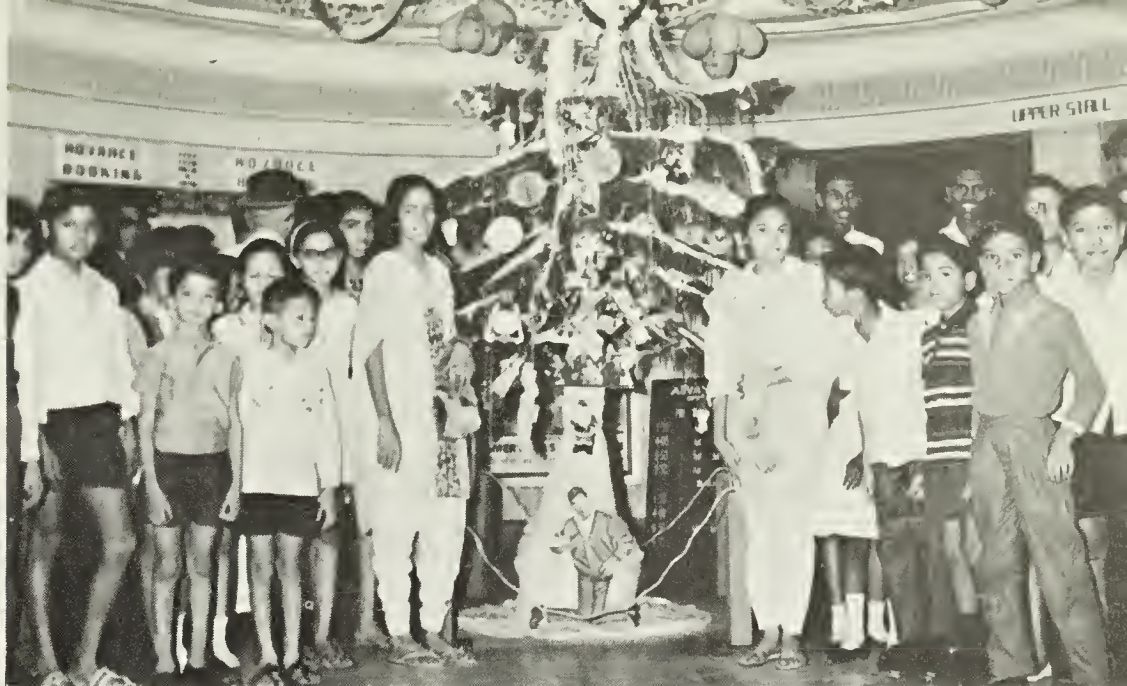
Special Guests at the Farewell Cocktail Party

Mr Pierre LAURENT	(Société Martini & Rossi)
Mr Jacques REICH	(Helder Perfumes)
Mr Philippe LEBRAUD	(Publicité JEAN MINEUR)
Mr LEFORT	(Champagne)
Mr Jean ROUX	(Publicité)
Mr Maurice COLON	(Commissaire Divisionnaire Sureté Nationale Aéroport d'Orly)
Mr. CHABEUF	(Secrétaire Général Sureté Nationale Aéroport d'Orly)
Mr Guy COMBARIEU	(AIR-FRANCE - Champs Elysées)
Mr Pierre MULOT	(Chef de la Réception AIR FRANCE)
Mr Jean-Pierre LUXAIR	(Compagnie AIR FRANCE - Champs Elysées)
Mr André CHARRIERE	(General Manager HILTON-ORLY)
Mr Daniel SCHMIDT	(HILTON-ORLY)
Mr CHANDON	(Inspecteur Principal des Douanes - ORLY)
Mr REDON	(Inspecteur Central des Douanes - ORLY)

FILM EVENTS IN THE FAR EAST

RIGHT

BANGKOK - The Thai picturegoers are still talking about the figures registered on the Paramount Theatre's facade -- and in its box-office -- by the gay and sparkling Paramount release, "Beach Ball." Far East division manager S.A. Henriksen reports that the picture is doing "very good business" in Thailand.



BOMBAY - This was the scene in the lobby of the New Empire Theatre, Christmas morning, as a host of youngsters gathered for the special morning screening of Jerry Lewis' "The Patsy." Far East division manager S.A. Henriksen advises that the film has done exceptionally well in this engagement.



SINGAPORE - The Cathay Organisation's ace cinema, the Cathay, did superb business with Hal Wallis' "The Sons of Katie Elder," thanks in part to this effective lobby display.



TOKYO - Line at the Piccadilly Theatre box-office on the opening day of "Harlow."



MANILA - Business on "The Sons of Katie Elder" at the Galaxy Theatre has been of record-breaking proportions.

It would have been of super-record-breaking size but for new regulations prohibiting standing room in cinemas.

(Better make the cinemas bigger on account of the new hits coming from Paramount).



TOKYO - A host of record shops gave top space to star photos of "Harlow" during the run of the picture at the Piccadilly Theatre here. Above is the Yamano Record Shop, Ginza.

SINGAPORE - Some of the very effective showmanship items that were extremely popular on the lovely Singapore beaches during the Cathay's engagement of Paramount's sprightly release, "Girls On the Beach."



RIGHT

MANILA - Hal Wallis' "The Sons of Katie Elder" was given a National Press Club invitational preview at the Galaxy Theatre here and some of the Club's members thought that all of the city should know about it. So for the evening they became 'motorized cowboys' and had a whooping time at the head of a large "Sons of Katie Elder" motorcade which certainly focussed attention on the picture.

パ社史上最大の国際会議

パラマウント・ワールドの本号は、我が社に重大な歴史的意義をもつ会議にでるだけ多くのスペースを割くために、かなりの量に及ぶ一般ニュースのスペースを割愛した。本号にそれほど多くのスペースを占めるパリの営業・宣伝会議は、この種の会議中もっとも重要な会議であるばかりでなく、ウェルトナー氏はこの会議で今年一年間の、単に封切予定ではない、すでに完成し、いつでも上映可能な作品のラインアップを発表できる立場にある。

氏はさらに、六七年の核心ともなるべきすでに完成された何本かの作品をも紹介できる恵まれた立場にある。これらの二つの業績は、他のいかなる国のいかなる映画会

筆者は諸兄が、本号に於て諸兄の愛読欄を割愛せねばならなかった根本理由を納得して頂けたと期待し、信じる。しかしながら、筆者は諸兄が、パラマウント・ワールドの歴史的な本号の中にギッシリつまつたすばらしいパ社の現在及び将来のニュースの数々から真のよこびと心の高揚を感じるものと信じる。

社に於てもかつて達成或いは凌駕されたことのない偉業だ。これらの事実だけからも、この営業会議に代表者を送っている欧州諸国及び英国のパ社社員ばかりでなく、全世界のパ社社員にもこの会議の意義の重大性が理解して頂けると思う。

"Pardners,"

co-starring Martin and Lewis, has had an extraordinary success in re-release in Argentina.

First of all, the re-release took place just before Christmas, ordinarily not the best film release time of the year.

Then the picture opened simultaneously in seven (7) first-run cinemas -- Normandie (where it played three weeks), Roca, Argos, Pueyrredón, Gran Sud, Fénix and Medrano, all six of which held it for second weeks.

And, added Paramount managing director Andres Sanz, in the instance of each theatre, "Pardners" topped the cinema's average weekly business.



SANTIAGO, Chile - Two phases of the showmanship campaign for "Becket" at the Rex Theatre here. The Hal Wallis masterwork was a hit for 7 weeks at this cinema, then went to the five top cinemas of the residential district, and subsequently returned to the downtown area, playing simultaneously at the Victoria and Pacifico.

PARIS BURNING



The four delegates from Spain with the president and vice president of Paramount International Films. L to R: Angel Herrero, Jaime Arias, James E. Perkins, Henri Michaud, Frank A. Siter, Rafael Herrero.

LA MAS GIGANTESCA CONVENCION INTERNACIONAL DE PARAMOUNT

El actual número del Paramount World de Febrero ha pospuesto gran parte de sus noticias con intención de dar el máximo espacio posible a una convención de enorme importancia histórica para nuestra Compañía. La Convención de Ventas y Showmanship que tanto espacio ocupa en esta publicación no es simplemente la reunión más representativa entre las de su clase, ya que en la misma el señor Weltner ha podido anunciar no sólo un año completo de estrenos, sino un año de películas a estrenar que ya están ultimadas y dispuestas para ser exhibidas en cualquier momento.

Además, Mr. Weltner se halla en la privilegiada posición de poder anunciar cierto número de películas ya terminadas que representan el núcleo de los estrenos de Paramount para el siguiente año 1.967. Ambas realizaciones no han sido jamás igualadas o superadas por ninguna otra Compañía cinematográfica de país alguno. Estas realidades solamente deben ser suficientes para ofrecer un cuadro sumamente alentador al personal de Paramount y no sólo al de Europa o Gran Bretaña, representado en la Convención de Ventas, sino a todos los de Paramount a lo ancho del mundo.

El editor confía en que Vdes. comprenderán las muchas razones básicas que obligan a la reducción de sus columnas favoritas en este número. Está convencido sin embargo de que sentirán gran satisfacción y alborozo ante la magnífica prosperidad que presenta hoy en día Paramount y las noticias del futuro que ha conseguido incluir en este histórico número del Paramount World.

What "Becket" has done in Spain certainly ranks as one of the finest sales achievements in all Paramount history.

PARAMOUNT'S GRÖSSTE INTERNATIONALE CONVENTION

Die Februar Ausgabe der Paramount World hat, neben der Anzahl von allgemeinen Nachrichten, einem Treffen von größter und für unsere Gesellschaft historischer Bedeutung den Vorrang gegeben. Die Pariser Verkaufstagung, die in unserer Ausgabe sehr ausführlich behandelt wird, ist eines der bedeutendsten Ereignisse seiner Art. Bei diesem Treffen war es Mr. Weltner möglich, nicht nur auf dem Papier die Filme eines ganzen Jahres anzukündigen, sondern die bereits fertiggestellte Produktion für ein Jahr, die jederzeit zur Ansicht bereitsteht.

Darüberhinaus konnte er auch noch eine Reihe von abgedrehten Filmen bekanntgeben, die den Grundstein der Paramount Produktion für 1967 verkörpern. Keiner anderen Filmgesellschaft in

IS PARIS BURNING?



Germany's trio, with Paramount's president and the producer of "Is Paris Burning?" L to R: Siegfried Kobosil, George Weltner, Paul Graetz, Erich Wania, Werner Rochau.

irgendeinem Land ist es bisher gelungen, gleichartige oder gar bessere Erfolge zu erzielen. Diese Tatsachen müßten nicht allein den Paramounteers in Europa oder Großbritannien, die auf der Verkaufstagung vertreten sind, sondern auch den Angehörigen unserer Gesellschaft in aller Welt ein überaus ermutigendes Bild schaffen.

Der Herausgeber hofft und glaubt, daß sie alle Verständnis für die Vielzahl von wichtigen Gründen zur Kürzung der Kolumne in deutscher Sprache in dieser Ausgabe haben werden. Er ist jedoch überzeugt, daß sie wirkliche Freude und einen herzhaften Auftrieb durch die Fülle ausgezeichneten, gegenwärtiger und zukünftiger Paramount Nachrichten, die er sich bemüht hat in dieser historischen Ausgabe der Paramount World aufzuführen, erfahren werden.

THE COLORFUL MUSICAL CAREER OF DOT'S BILLY VAUGHN

Some sidelights on the career of a modest musician who has had a lot to do with the success of an important Paramount subsidiary --- Dot Records.

In the recording industry, where today's million-selling artist is often tomorrow's has-been, Dot Records' Billy Vaughn is something of a rarity. In his 14 years with Dot Records, Billy Vaughn has become a super-star with a hand in more than twenty million-selling records and more than \$50,000,000 in record sales to his credit.

Dot Records President Randolph C. Wood awarded Billy a platinum record for his "Sail Along Silv'ry Moon" signifying sales of over 3,000,000 -- an event almost as rare as a blizzard in Beverly Hills.

Billy has been awarded Golden records (marked over-million sales) not only in this country but in places like Hamburg, Amsterdam and Geneva, where he is admired almost as much as the Common Market and the Volkswagen.

And, in addition to his own,

best-selling efforts, Billy Vaughn has contributed importantly by arranging and conducting for other top-selling Dot artists. He is Musical Director of Dot Records, a position he has held since 1953, only one year after he first signed with Randy Wood's young company.

Born in Glasgow, Kentucky, on April 1919, Billy and his three sisters grew up surrounded by music. His father, Alvis, was a fine country fiddler and most of the family could pick up some kind of instrument to play along with him. To satisfy his father, a successful barber in Glasgow, Billy Vaughn entered the barbering profession after graduation from Western Kentucky State College.

It was during Billy's enlistment in the Army in 1941 that his musical horizons began expanding. He organized an orchestra at a



DOT RECORDS' BILLY VAUGHN in the gardens of the Royal Summer Palace in Stockholm during his recent European trip surveying popular tastes in disc preferences.

Mississippi Army camp and played for many military and off-the-base functions. During the next four years of service, he was able to study music and develop as an arranger and composer. After military separation, Vaughn spent the next six years leading a musical group playing in clubs and lounges throughout the South.

In 1952, Billy formed a singing group -- "The Hilltoppers" -- in Bowling Green, Ky. made a demonstration record "Trying" and then tried to sell it to a recording company. D.J. Bill Stamps sent the record dub to Randy Wood -- Wood liked it -- went to Bowling Green -- signed the Hilltoppers and gave them their first hit record. Following that, they reached the gold record mark with "P.S. I Love You".

For the next 14 years, everything has been "up" for Billy Vaughn. With his own recording orchestra he has created such hits as "Melody Of Love", "Cimarron", "Blue Hawaii", "Tumbling Tumbleweed", "La Paloma", "Wheels" and many others. This year, his hit albums have included: "Pearly Shells", "Mexican Pearls" and "Moon Over Naples".

Billy Vaughn now lives with his wife, Marion, and his two boys (his daughter, Zona, married just a few months ago) in the quiet community of Encino, several miles across the Santa Monica mountains from Dot Records Hollywood home.

PARAMOUNT'S WINS IN

GOLDEN GLOBES AWARDS



In the magnificently produced and nationally television presentation of Golden Globe Awards of the Hollywood Foreign Press Association on January 31st, stars in a number of Paramount productions were recipients of Prized Golden Globes. At left, John Wayne (star of "Eldorado") receives from Dean Martin the Cecil B. DeMille Award for "Outstanding Contributions to the Entertainment Industry Throughout the Years." In centre, Michelle Carey, shown with James Caan (they are both in "Eldorado") received the "Best Supporting Actor" award on behalf of Oskar Werner for his role in "The Spy Who Came In From The Cold." Werner is currently completing a film assignment in London. In the third picture, Natalie Wood (shown with Paul Newman), who has just completed Paramount's "This Property Is Condemned, received the award for "World Film Favorite" (female). Robert Redford, co-starring with Miss Wood in "This Property Is Condemned," received the award for "International Star of Tomorrow" (male), but was in New York and unable to attend.

本刊的二月號以大部份的篇幅刊載我們公司中有歷史性最重要會議。這在巴黎舉行的發行業務會議，不但各地負責人雲集，而且在會議上魏德納 (George

Welner) 總裁還發表了全年的新片發行陣容。這些新片都已經攝製完成，隨時都可公映。此外，他又宣佈了幾部已經攝成的新片，它們將是一九六七

派拉蒙最重要的會議

ANG PINAKAMALAKING KAPULUNGANG PANDAIGDIG NA IDINAOS NG PARAMOUNT

Sa bilang na itong pang-Febrero ng Paramount World ay kinailangang sadyang bawasan ang pitak na dating iniukol sa mga balitang pang-lahat upang maragdagan hanga't maari ang pitak na maiukol sa isang pagpupulong na may malaking kahalagahan sa kasaysayan ng ating samahan. Ang pulong na idinaos sa Paris tungkol sa pagbibili at pamamahayag ay siyang tinalakay sa malaking bahagi ng bilang na ito. Hindi lamang ito ang magsisilbing halimbawa sa mga pagtitipong may ganito ring uri kundi ito pa rin ang nagbigay ng pagkakataon kay G. Welner upang ipahayag hindi lamang ang talaan ng mga ilalabas ng Paramount sa boong isang taon kundi naipahayag pa rin niya na lahat nito ay yari na at nakahanda na upang mailabas kahi't na kailan.

At saka siya rin ay nalagay sa mabuting kalagayan na naari niyang maipahayag na ang ilan sa mga pelikulang magiging tampok ng mga ilalabas ng Paramount sa taong 1967 ay yari na rin. Ang dalawang katangiang ito na naisakutuparan niya ay hindi pa napapantayan at lalo nang hindi pa nalalagpasan ng alin mang samahan ng pelikula sa alin mang bansa. Ang mga katotohanang ito lamang ay sapat na upang makapagdulot ng lugod hindi lamang sa mga taga-Paramount sa Europa at Gran Bretanya na may mga kinatawan sa pagpupulong na ito kundi gayan din sa mga taga-Paramount sa boong daigdig.

Ang patnugot ng babasahing ito ay naniniwalang ang mga mambabasa nito ay mauunawaan ang dahilan kung bakit iniklian ang itinatangi nilang pitak sa bilang na ito. Umaasa siya na magkakamit sila ng lubos na kasiyahan at malugod ang kanilang mga puso sa dami ng mga kalugod-lugod na mga balita tungkol sa Paramount ngayen at sa darating na panahon na pinagpili-tang maisiksik sa makasaysayang bilang na ito ng Paramount World.

年發行的核心。這些優越的成績，在各國同業中均史無前例。這些事實不但使在開會的英國和歐洲的同人興奮，並且也普及全世界派拉蒙的同事。編者謹希望大家明瞭由於報導豐富的新片陣容而需將本欄地位暫告收縮，並相信各位看到我們派拉蒙目前和將來的偉大巨片陣容消息而感到歡樂和興奮。

Taipei Triumphs

TAIPEI, Taiwan - Paramount's "Sons of Katie Elder" and "The Amorous Adventures of Moll Flanders" were huge successes here over the year-end holidays.



This is part of the front of the Great World Theatre during the run of the Hal Wallis outdoor actionfilm. So great was the demand for seats that normal NT\$18 tickets appeared in the black market area with an NT\$40 tag on them - and found ready takers.



Front of the Lux Theatre, with "Moll Flanders" the eagerly-sought attraction.

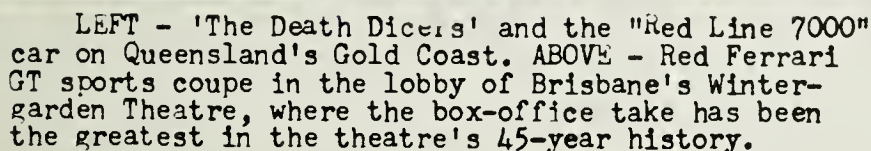


PARIS - This superb, artistic rendition of the spirit of Paramount's "Judith" graces the lobby entrance to Paramount's Continental Head Office here. It has been greatly admired by visitors from all parts of Europe.

THE SONS OF KATIE ELDER

JOHN WAYNE
DEAN MARTIN
MARTHA HYER
MICHAEL ANDERSON
EARL HOLLIMAN
JEREMY SLATE

PARAMOUNT Presents
JOHN WAYNE · DEAN MARTIN
THE SONS OF KATIE ELDER
MARTHA HYER · MICHAEL ANDERSON, Jr. · EARL HOLLIMAN · JEREMY SLATE
TECHNICOLOR · PANAVISION
GALAXY
PREMIERE TONIGHT



SYDNEY, Australia - When Robert L. Graham, Paramount managing director, saw a 'rough cut' of "Red Line 7000" in the studio a few months ago, he realized that this action-thriller was a whooping 'natural' for his territory. Back at his desk, he directed advertising and publicity head Alan Wardrope to go the showmanship limit on this one. Alan and his co-workers responded 100% and their efforts have paid off magnificently.

"Red Line 7000" became an Aussie catch-phrase, a conversation piece, a 'must-see' item, a box-office bonanza, an exhibitor's dream. Showmen who have lagged in the past, sparked showmanship gimmicks they would never have dreamed of in the past -- putting cars in their lobbies, promoting auto gymkhanas, doubling advertising and wearing special gloves for counting money in order to avoid wearing out their finger tips.

"Paramount's spectacular stock car racing drama 'Red Line 7000' got away to a flying start in Australia, backed by a many-faceted selling campaign aimed at younger moviegoers and followers of motor racing in its many forms."

"The result was record business, and maybe some of the other boys around the world will be inspired to do likewise!"

More than 5,000 disc jockeys throughout the U.S. and Canada have been serviced with copies of Tom Jones' Parrot-London Records single of the title song from Paramount's Warren Beatty-Leslie Caron starrer, "Promise Her Anything."

Jones also sings "Promise Her Anything" behind the credit titles of the Technicolor comedy. The number was written by Hal David and Burt Bacharach, one of the hottest teams in popular music, and has been published by Famous Music Corporation.

MANILA, Philippines -- This most unique float, depicting much of the spirit of Hal Wallis' "The Sons of Katie Elder," travelled the main streets of this city for days, finally winding up at the Galaxy Theatre just at the time that the Western thriller premiered for a special National Press Club invited audience. The picture subsequently registered overwhelmingly successful business.

PHILADELPHIA - Paramount set a major 10-day promotion with Wanamakers Department Store here for "The Slender Thread."

A special projection unit was set up outside the store's famous Crystal Tea Room to show the eight-minute short subject, "Dial O For Emergency," which was prepared by Paramount as one of its key selling tools for "The Slender Thread." An estimated audience of more than 5,000 people daily saw the short over the ten-day period.

Wanamakers also publicized the showing in its newspaper advertising and throughout all shopping floors and store windows.

[illegible]

SHORT FEATURES



Paramount has acquired for world-wide distribution a thrilling 2-reeler in color entitled "The Wandering Wind." It features the very popular star, Cliff Robertson, shown at left, and deals with a very exciting balloon race from Los Angeles to Catalina Island across the Catalina Channel. At right, 1 to r, are George Bookasta (producer-director), Richard Higbie, Don Piccard and Ed Yost.



While most of the Northern Hemisphere has been ski-ing on snow, Winik Films has been busy on "Ski Boom," a Sports In Action thriller with tropical water as the ski base. One-reeler is a real breath-catcher and should get widespread usage in the torrid months of summer which are not too far ahead — we hope!

#####

King of the Wild Waves.....

Paramount's magnificent 2-reel Short Feature, is proving a sensational attraction in Australia, where it is being co-released with "Red Line 7000." In a country where surfing is second-nature to the inhabitants, this short has caught on like wildfire, justifying in every way the solid showmanship put behind it by the Australian Paramounteers.

Keynote of the latter is a merchandising tie-in with Jantzen, Australia's major swim and sportswear manufacturer in addition to special promotional links with the populous surfing world. This is keyed to a 2-page spread on "King of the Wild Waves" in the current issue of the top circulating surfing journal, "Surfabout."



In the cartoon "Two By Two," Quacky Whack's first adventure takes him back to the time of The Flood and he learns from Noah that he can't get on The Ark without a girl duck....As a confirmed bachelor, Quacky has his problems.

Mario Ghio In Charge of Shorts



Under date of February 4th, Charles Boasberg, president of Paramount Film Distributing Corporation, announced:

"Effective immediately, Mario Ghio will be in charge of short subject sales activities, in addition to supervising the Print Department.

"He will also be actively involved in the acquisition of short subjects.

I am sure you will extend to him your usual fine cooperation."

W I N D O W O N T H E W O R L D



HOLLYWOOD - One of the many personalities who came by to wish Adolph Zukor "Happy Birthday" on his 93rd anniversary (see Page 17) was Sue Ladd, widow of Alan Ladd and herself a screen star in the yesteryear as Sue Carol. Mrs. Ladd is still in the motion picture business as an actor's agent. At right is Y. Frank Freeman, vice-president.



HOLLYWOOD - Mrs. Marty Allen laughs as Marty is dragged away from the premiere of "The Spy Who Came In From The Cold" by a Warner Theatre usher attired as a West German policeman.



JOHN F. KENNEDY INTERNATIONAL AIRPORT, NEW YORK - About to fly Air France to the Paris Convention are Paramount president George Weltner and Joseph Friedman, assistant director of advertising and publicity. At left is the ever dependable Bob Guilfoyle, as much a part of this airport (almost) as the control tower.



TOKYO - One highly important pre-release piece of showmanship devised more than a month in advance of the premiere of "Harlow" at the Piccadilly Theatre here, was a fashion show relating to the "Harlow" hair-do. In a combined tie-up with a fashion designer and a wig company, classes were held with the planned idea of introducing the new hair style. Pictured above is one such class.



NEW YORK, NY - Phil Linz, who plays short-stop for Philadelphia's baseball team, The Phillies, lives in a New York apartment house where 400 airline hostesses also live. On a recent Saturday he hosted a party for some of the 400 and gave them a showing of "Boeing Boeing." (There is no record of the ideas the showing imparted).

Aussie Wedding Bells

My assistant Hans Van Pinxteren, walked down the aisle with his bride, Miss Susan Rogers, on Saturday, January 22nd.

Susan, a Melbourne girl, is a speech therapist, whom Hans courted for quite some time. For a while she lived in Brisbane, and Hans spent a small fortune with the airlines flying up to launch "his campaign" for the fair lady's hand each weekend. If nothing else, the marriage will save him a fortune in air tickets!

Last Friday, Robert Graham, on behalf of his fellow Paramourteers, presented Hans and his bride with a stainless steel tray, but it has not yet been decided who will be receiving breakfast in bed.

- Alan Wardrope

LEFT

CINCINNATI, Ohio - Bill Brodrick, the Voice of Racing for W N O P, at start of his attempt on a 2,100 mile driving marathon in the Greater Cincinnati area. He drove a 1966 Ford Galaxie 500, 7-litre and complied with all local traffic regulations in the respective areas. The marathon was in conjunction with the 6-theatre opening of "Red Line 7000."

Prizes were awarded to persons guessing the number of laps that the car made on the tour of the six theatres - the 20th Century at Oakley Square, the Oakley Drive-In, Ferguson Hills Drive-In, Madison in Covington, Florence Drive-In at Covington and Pike 27 Auto Theatre, Cold Spring, Ky.

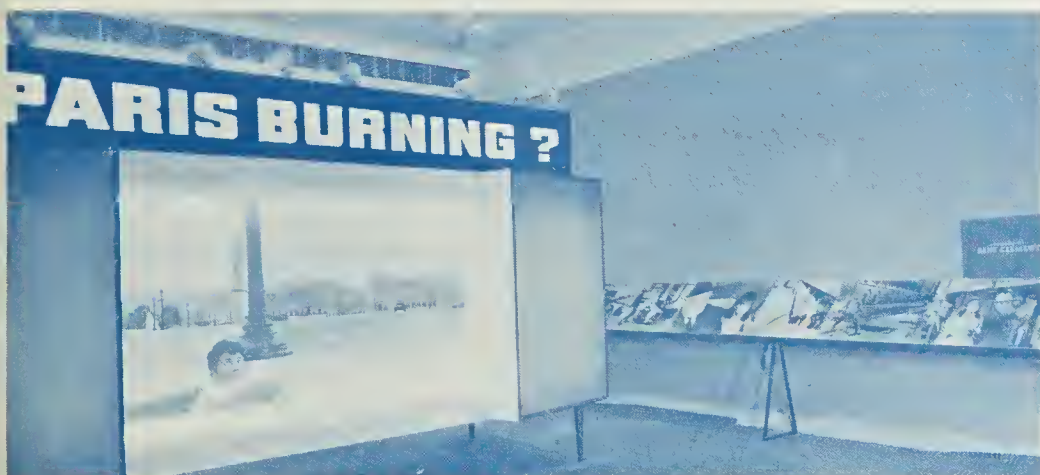
HERE'S BIG NEWS ABOUT OUR GREAT UPCOMING PRODUCT. LAST FRIDAY I WAS TREATED TO SEE THE WORTHY SUCCESSOR TO "THE CARPETBAGGERS". "NEVADA SMITH" IS TRULY A POWERFUL MOVIE THAT REEKS OF BIG BOXOFFICE WITH EVERY FRAME. STEVE MCQUEEN IS PERFECT AS THE HALF-BREED AND SUSAN PLEASHETTE IS WONDERFUL AS THE CAJON GIRL. YOU'VE NEVER SEEN THREE MORE DESPICABLE VILLAINS THAN MALDEN, KENNEDY AND LANDAU. THIS GRIPPING, EXCITING STORY WITH ITS SPLENDID CAST MEANS THE TOP BOXOFFICE RELEASE OF '66. I COULD GO ON, BUT IN BRIEF, I MUST TELL YOU THAT YOU HAVE A GREAT THRILL IN STORE FOR YOU WHEN YOU SEE JOSEPH E. LEVINE'S PRODUCTION OF "NEVADA SMITH."

THERE WAS A WONDERFUL "IS PARIS BURNING?" MUSEUM.....



Paul Graetz speaking to the delegates in the Museum....

One of the exciting highspots of the Paris Convention was an entire hall of the Orly Hilton devoted to a fascinating display of posters, notices, warnings, proclamations and regulations displayed during the days of Paris' travail. These were not facsimiles but the actual items themselves. With them were actual espionage typewriters, Molotov cocktails and all of the other paraphernalia of desperate secrecy and evasion -- proud relics of a nation that never lost hope or pride.



Centerpiece to the exhibit was this enlargement of one of the most soul-stirring scenes in the entire picture. When this member of the Underground, after having crawled through miles of sewers, lifts a manhole cover in the middle of a deserted Place De La Concorde and sees two tanks -- one French and the other German -- approaching each other like jousting knights of old, the blood freezes in your veins. This is the supreme in suspense.



Part of the display of the 'museum' consisted of representative world-wide publicity on the giant picture, and a picturization of some of the top members of the wholly international cast of the film.



After seeing several reels of actual footage from "Is Paris Burning?" at the Cinema Publicis in Orly Airport, top executives enter the film's museum room in the hotel. From left: Howard W. Koch, John Nelson-Sullivan, James E. Perkins, George Weltner, Henri Michaud. At left is a map of Paris with marks indicating places designated by the enemy to be destroyed. At right are some of the posters which played their part in the destruction of the enemy.



Close view of some of the exhibits. Right, typewriter with hidden telegraph key; then a clandestine mimeograph machine. To the left, a couple of Molotov cocktails, captured enemy firearms and some detonators. Posters are some of the 'roughs' devised in the search for true manifestations of the great film's spirit.

B u l l e t i n!

Paul Graetz, gifted producer of "Is Paris Burning?" and of a host of earlier great films, died suddenly of a heart attack in Paris on Saturday, February 5th.

His passing is a great loss to the film industry of the world and we of Paramount mourn with his survivors.

Much of the present issue of Paramount World carries a number of pictures of Mr. Graetz and the very friendly liaison he established at the Paris convention with delegates from all parts of Europe and Great Britain.

Decorations received by Paul Graetz include the Legion of Honor, the Grand Cross of Malta and the Medal of Honor of the Veterans of Foreign Wars.



NEW YORK - With contracts signed for the exhibition of "Is Paris Burning?" next October, the three top exhibitors concerned, study with Charles Boasberg some of the advertising already prepared for the magnificent film. They are in the office of the president of Paramount Film Distributing Corporation, and the showmen, reading from left, are: Larry Morris and Charles Moss, of the Criterion Theatre, and Nat Fellman of Stanley Warner Theatres.

MR. PERKINS HAS SEEN EVEN MORE OF THE WONDERFUL NEW PRODUCT

En route to the second of the international conventions in Hongkong, Paramount International's president, James E. Perkins, stopped off in the Hollywood studio to see and evaluate the very latest of the company's productions. He was so pleased with what he saw that he wrote the division managers directly from the studio. The following are highlights from his report:

"Have had a very encouraging visit here and look forward to telling the boys at the other conventions about the wonderful morale I find at the studio.

I have had the opportunity to screen three very important pictures during my present visit to our studio in Hollywood, as well as rushes from several more.

"Nevada Smith" was fully completed and I am convinced that this will be the greatest Western of all time. It has everything -- a superb story, top casting, strong direction and more action than any other picture I have seen in years. The photography is outstandingly beautiful and at times breath-taking. Steve McQueen was literally born to play the role of "Nevada Smith". In fact, the entire cast is without a fault. This picture will be a gold-mine for us in every country in the world.

The print I saw of "Assault On A Queen" was very rough, without titles, music and most sound effects. We all know what a big star Frank Sinatra is in an action picture and that is what we have now. In addition, we have the hottest new female star in the business, Virna Lisi, and she has never photographed more beautifully. The

FIRST CONTRACTS HAVE BEEN SIGNED FOR THE EXHIBITION OF "IS PARIS BURNING?"

So great is the already-established fame of the Paramount release, "Is Paris Burning?" and so powerful the boxoffice expectancy of this cinematic titan, that contracts already have been signed for New York and Los Angeles engagements almost nine months. The mighty production is scheduled to open at the Criterion in New York on October 11th, and at the Stanley Warner in Beverly Hills on October 13th.

BOB SULLIVAN Photographs



Charles Moss of the Criterion, at left, and Nat Fellman of Stanley Warner, signing the contracts for exhibition of "Is Paris Burning?"

story is developed very convincingly in the picture, and I am sure that we have a real winner.

The print of "Seconds", made a powerful impact on me. This is a highly unusual picture from a very talented director, John Frankenheimer whose most recent picture was "The Train." Rock Hudson proves once and for all that he is an actor of the first rank. Long before the picture will be available for release, I will be able to discuss this picture personally with you. Properly handled, I am confident that we can do very well with "Seconds."

I saw quite a lot of footage on "Eldorado" and it is my conviction that this will be a really great and important picture for us. Wayne and Mitchum are an unbelievably good team and it is my prediction that "Eldorado" will outgross even "The Sons Of Katie Elder." I cannot say more than that.

In conclusion, I feel more strongly than ever that the coming year will be the greatest for us in our long history. We now have the product we have been waiting for and the rest is up to us.

EXIT OF A HUMORIST

RUSSELL HOLMAN RETIRES AFTER 46½ YEARS OF SUPERLATIVE PARAMOUNT SERVICE

Russell Holman, eastern production manager of Paramount Pictures Corporation, retired from the company on January 28th. He will continue to be associated with the company in a consultant capacity.

Holman has held key posts with Paramount for 46½ years (his own precise figure), and is one of the best-known motion picture executives headquartered in New York. In addition to his post of eastern production manager, Mr. Holman served the company simultaneously in other executive capacities, including that of an assistant secretary of the corporation, and president of Famous Music Corporation and Paramount Music Corporation.

"Mr. Holman's decision to retire has been accepted with deep regret by all of us within Paramount who have worked so closely with him over the years," said Paramount President George Weltner. "His contributions to Paramount and to the motion picture industry span the years from the early, pioneering days of the silents, through the revolution of the talkies and up to the present day.

"He was responsible for discovering many properties and personalities that have distinguished Paramount pictures for a large part of the company's history. We shall all miss him greatly, particularly because of his enormous abilities, his wise counsel and a sense of humor and fairness that is all too rare in this business. We are fortunate, indeed, that he will be available to us for some time as a consultant," Weltner continued.

Holman has been Paramount's eastern production manager since 1932, when he was also designated as eastern representative of the Hollywood studios. He joined the company in June, 1919, holding various positions in Paramount's advertising and publicity departments until 1922, when he was named assistant advertising manager. He became advertising manager in 1925 and eastern story editor in 1931. He was also supervisor of Paramount's newsreel until it was discontinued.

A graduate of Princeton University, where he was news editor of the Princeton Pictorial Review and editor of The Princeton Tiger, Holman first worked as a reporter on the Newark Evening News, the Newark Sunday Call and the Wall Street Journal. After naval service in World War I, he joined the staff of McClure's Magazine, assigned to advertising and publicity work for the magazine's motion picture producing branch. Deciding to make motion pictures his vocation, he left McClure's to join Paramount in 1919.

Over the years, Holman has written and published thirty or more short stories and articles, as well as seven novels based on motion pictures.

A study in reflective expressions as Mr. Weltner recalls some light-hearted toastmastering occasions in Russell's career. Also participating, along with Mrs. Holman, are Barney Balaban, Luigi Luraschi and Charles Boasberg.



Second from the left, Russell Holman has never been found wanting for a quip, a jest, or a repeatable story. Here he has just contended to Messrs Balaban, Weltner and Kaufman that the top university of them all is Princeton - and there was no rebuttal. (That's Gladys Semel in left background).



Russell's renowned proclivity for pipe-smoking made easy the job of gifting. Here he accepts from Mr. Balaban, on behalf of fellow employees, a package containing more pipes than a Wurlitzer organ. George Weltner and Mrs. Holman at right.



Mr. and Mrs. Holman, and the eastern production manager's fine and devoted secretary for many years, Minard Roosa.



GLIMPSES OF SOME OF THE PICTURES IN PARAMOUNT'S SUPERLATIVE PRODUCT SHOWCASE FILM



This pungently amorous scene in "Oh Dad, Poor Dad, Mamma's Hung You In The Closet And I'm Feelin' So Sad" almost fails in its purpose, not because of the young man's father (who is supposed to be dead, anyhow), but because the super-sensitive young man suddenly recalls that this is his mother's bed. The vertical player is the hilarious Jonathan Winters; the horizontal ones are Robert Morse and Barbara Harris. The picture is a Seven Arts production for Paramount release and is certain to be one of risible riots of '66.



In "Eldorado," iron-stomached John Wayne defies punch-drunk (the second word is the important one) to knock him for a loop.



Newest young darling of the world's screens is Ann-Margret - and Paramount has her as "The Swinger." And if you don't already know what a 'Swinger' is, you'll soon find out.



It isn't so much what Sinatra says as where, and the way, he looks. Here is an interlude of pure and unadulterated proposition-ism from "Assault On A Queen," with blonde Virna Lisi on the receiving end of a silver-tongued 'assault.'

Jane Russell and Dana Andrews make an explosive pair of colorful characters in the A.C.Lyles action Western, "Johnny Reno."



A tough and thankless 'good provider' life behind him, Rock Hudson makes it clear to Salome Jens that his 'Second' life is going to be one of 'champagne and honey.' As an aside: "Seconds" is unlike any picture you have ever seen before.



In THIS PROPERTY IS CONDEMNED, Robert Redford and Natalie Wood exit from a very emotional gathering at which the women wept and the men ate peanuts.



Not even knowing what number she is on the list of Tony Curtis' wives in "My Last Duchess," Rosanna Schiaffino submits, with understandable hesitancy, to her new spouse's impetuosity.

Paramount

WORLD

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March, 1966



Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 3 March, 1966

Charley Boasberg's Appreciation

With the close of the U.S.-Canada sales effort welcoming Charley Boasberg back on the job after his illness, the president of Paramount Film Distributing Corporation wrote all his branch and sales managers as follows:

"I want to express my sincere appreciation for the wonderful job you did on the Charley Boasberg Weeks.

"The company showed an increase over last year of 2,819 feature shipments and 5,320 short subject shipments.

"Thank you for this great effort."

Sincerely (sgd.) Charley

TWO UP -- AND TWO TO GO!

Ordinarily, we would use the traditional "two down and two to go," but the Paramount International sales conclaves in Paris and Hongkong have been so reverberatingly upbeat in every respect that we give you the above heading -- and give it to you 'in spades,' as another popular saying has it.

Last month we gave you the Paris story. This month we have gathered the first-hand details of what happened in the Far East, at Hongkong, in order to report that there is a 'thing' to these Paramount International events that is a clue to the element of permanence which seems a priceless part of the Paramount structure. Just as the Paris event was in a sense a miniature but glowing United Nations, so was the Hongkong gathering just such another event -- a group of widely differing nationals fused together in singleness of purpose.

As we go to press, the third in the series of four meetings is getting under way in Sydney, with the Paramounteers of Australia and New Zealand assembled to learn of the priceless ingredients which have made 1966, Paramount's Year of the Harvest. Late next month, the Paramounteers of all of the South and Central American countries, and of the Caribbean territories, will gather in Buenos Aires with the same objective.

It seems absolutely certain that, come the end of April --- and insofar as Paramount International is concerned -- it will be a case of FOUR UP - AND AWAY WE GO!

50 YEARS FOR LOUIS FERNANDEZ



When Louis Fernandez joined Paramount's Foreign Department on February 16th, 1916, he increased the strength of that department by fifty percent. The other two members were Emil E. Shauer, head of the department, and Orel R. Geyer, publicity and advertising director. The number of actual Paramount overseas offices was one (Rio De Janeiro), but a number of agents in principal countries were distributing Paramount, Artcraft, Realart, Balboa, Paralta, Famous Players, Ince and other productions, all of which ultimately melded into Paramount productions.

Louis went to work on the 10th floor of the Paramount headquarters at 485 Fifth Avenue, New York City, opposite the Public Library. He worked with a deep sense of conscientiousness then, just as he has done ever since. He has been very proud of going along, and growing, with the Paramount organization, and Paramount has been very proud of him. With the exception of Adolph Zukor, he has had the longest service with Paramount of anyone in the Western Hemisphere.



On March 3rd, some of his associates honored Louis with a lunch in the Hotel Astor's Hunting Room. Shown here, from left, are: Al Lo Presti, Armand Cardea, Albert Deane, John Montllor, Louis Fernandez, J. William Piper and Donald Nathan. (Vacant chair was later occupied by Milton Goldstein).

A few days later, Louis was presented with a very special clock. It was inscribed: "Awarded To Louis Fernandez" In Tribute To His 50 Years of Dedicated (and Continuing) Service to Paramount Pictures. 1916-1966."

HONG KONG CONCLAVE A SOCKO SUCCESS

In line with many other great ventures in the Far East today, all pointed to the advent of peace and prosperity, Paramount has just conducted in Hongkong a business-planning session in which the paramount issue has concerned the entertainment in general, and our own company in particular.

Event, in which enthusiasm was a major ingredient, was under the chairmanship of Svend A. Henriksen, Far East division manager, with James E. Perkins, president of Paramount International Films, and Guenter Schack, advertising and publicity director, as chief guests of honor.

The meeting followed, by one month, a highly successful European and United Kingdom meeting in Paris, and was the second in a series of four international meetings. The others will be held in Sydney and Buenos Aires.



Symbols of the thrilling authenticity of "Is Paris Burning?" highlight one of the areas of the Hong Kong sales convention.

In telling of the meeting, Mr. Perkins said: "We had an excellent Convention and I have never seen a better manifestation of the Paramount spirit anywhere than among our Far East people. I am sure they all returned to their posts with renewed faith and confidence in our Company."

This element of contentment and confidence will be found repeated over and over again in the photographic evidence scattered throughout this issue. These men came from points so widely separated that the measurement of distance is in units of a thousand miles, but the language they all spoke is described by a single word - Paramount. And when they spoke it, they smiled....The smile of contentment.

The meeting opened in the Mandarin Hotel's West Room on the 23rd floor, with one of the most spectacular views to be had anywhere in the world. Far East division manager Henriksen welcomed everyone to Hongkong, and Mr. Perkins addressed the group on the significance of the meeting and the part it will play in the Company's future. His recapitulation of what had taken place at the Paris meeting led logically to the playing of a tape of Mr. Weltner's Paris address, which was received with pride and enthusiasm.

(India's K.S.Vaidyanathan was so inspired that he pleaded for the tape so that he could play it over and over in the sanctuary of his home).

Next in line was the multi-reel, prophecy-fulfilled product presentation, which represented the ultimate in proof-positive for the delegates.

During the first afternoon the delegates saw screenings of "The Spy Who Came In From The Cold" and "Dial 'O' For Emergency," the single-reeler made in conjunction with "The Slender Thread." These screenings led to a merchandising presentation by Guenter Schack.

Then followed dinner at the Hilton Hotel, all of the delegates being guests of the King's and Hollywood Theatres.

(Continued on Page 9)

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LT WELTNER

FAMFILM NEWYORK

JUST CONCLUDED TWO INSPIRING DAYS OF SALES AND MERCHANDISING MEETINGS HONGKONG STOP HIGHLY PLEASED ADVISE TREMENDOUS SOURCE OF SPIRIT AND EXCITEMENT ABOUT PRODUCT MESSAGE STOP IN MY LONG FAREAST EXPERIENCE HAVE NEVER WITNESSED SUCH CONVICTION AND FAITH IN THIS BEING OUR BANNER YEAR WITH ASSURANCE OF MORE AND GREATER THINGS TO COME STOP HIGHLIGHT OF MEETING WAS PLAYBACK PRESENTATION OF YOUR PARIS KEYNOTE ADDRESS WHICH MADE GREAT IMPRESSION UPON ALL PRESENT STOP SINCE YOU SO WELL KNOW THE SPIRIT AND COMPLETE DEDICATION OF SVEND HENRIKSENS TEAM EYE NEED NOT ADD PLEDGES NOW STOP SVEND GUENTER AND ALL JOIN ME IN SENDING OUR REGARDS AND GRATITUDE FOR ALL YOU HAVE DONE TO MAKE PARAMOUNT 1966 OUR GREATEST YEAR HERE AS ELSEWHERE

JIM PERKINS...

WESTERN CABLES
Via UNION CABLES

The Delegates To Hongkong

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CLOSE-UPS OF THE PARTICIPATING PARAMOUNTEERS

NEW YORK	James E. Perkins Guenter Schack
JAPAN	Julian Binstock S. Hatano T. Komaki
TAIWAN	Andrew T. Fan
PHILIPPINES	Ambrosio Velasquez Ric Javier
HONGKONG	H. S. Moh Y. W. Wong
SINGAPORE MALAYSIA	Yuan Kao
THAILAND	Chana Chaikijkarana
INDIA	K. S. Vaidyanathan



INDIA

James E. Perkins, K.
S. Vaidyanathan, Svend
A. Henriksen.



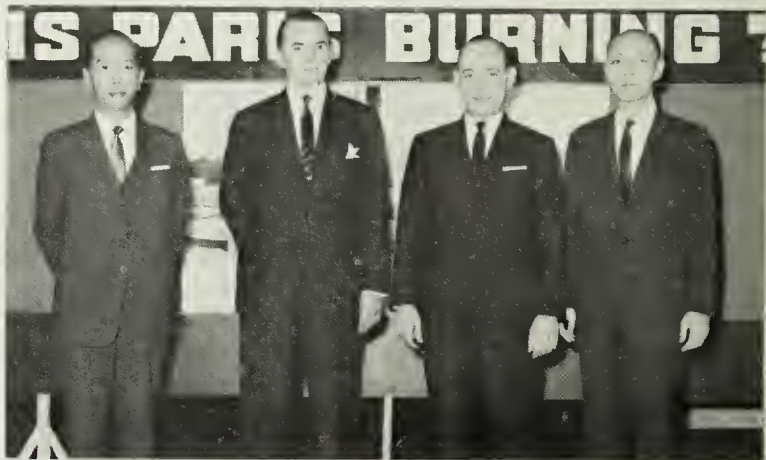
JAPAN

S. Hatano, James E. Perkins, Julian G.
Binstock, T. Komaki, Svend A. Henriksen.



PHILIPPINES

S. A. Henriksen, Ambrosio Velasquez,
James E. Perkins, Ric Javier.



HONGKONG

L to R: Y. W. Wong, Svend A. Henriksen,
Guenter Schack, H. S. Moh.



TAIWAN

Guenter Schack, Andrew T. Fan, Svend
A. Henriksen.



SCREENINGS AT KING'S THEATRE, HONGKONG

From left, front row: Messrs. Hatano, Vaidyanathan, Moh,
Schack, Churn (director, of Hollywood Theatre), young lady
unidentified, Messrs. Henriksen, John Liang (general manager
of Hollywood), C.H. Liang (managing director of King's), J.E.
Perkins.

Back row: Messrs. Velasquez, Chaikijkarana, Javier, Kao,
Fan, Binstock, Komaki, Wong, George Sun (director of King's
Theatre) and Miss Collaco.

Quoting Mr. Henriksen...

Here's an excerpt from one of the many enthusiastic
messages sent from Hongkong by Far East division manager
Svend A. Henriksen:

"We had a very successful convention....All the boys
who saw the Product Reels and the special footage of
'Nevada Smith,' 'Assault On A Queen' and 'Is Paris Burn-
ing?' were very, very much impressed. We are all certain
that the next two years will be the biggest in our his-
tory and we all realize that this is thanks to Mr. Welt-
ner's hard work and his understanding of what we need
all over the world.

"Our loyalty to Mr. Weltner and Mr. Perkins is
stronger than ever and nobody and nothing can change
that. We will all make certain that we prove this with
record-breaking results from now on."

CABLES

To HONGKONG

From GEORGE WELTNER

PLEASE TELL ALL THOSE AT THE HONGKONG MEETING THAT I AM SORRY THAT I CANNOT BE THERE, BUT I AM AWFULLY HAPPY THAT THEY COULD. I AM SURE ALL WILL AGREE WITH ME THAT IN THIS YEAR OF THE HARVEST NEVER HAVE SO MANY GREAT PICTURES BEEN AVAILABLE AND READY. I KNOW THAT UNDER SVEND HENRIKSEN'S DIRECTION THE MEETING WILL BE INSPIRING AND I AM GLAD THAT YOU HAVE TRAVELLED SO FAR TO TELL SO MUCH ABOUT PARAMOUNT'S FUTURE. MY BEST WISHES TO ALL THOSE PRESENT.

From HOWARD W. KOCH

DEAR JIM: I HOPE THAT YOUR FAR EAST MEETINGS ARE A TREMENDOUS SUCCESS AND AM CERTAIN YOU WILL PASS ALONG TO YOUR MEN THE OPTIMISM ALL OF US AT THE STUDIO HAVE FOR OUR PRODUCT. I BELIEVE THAT 1966 AND 1967 SHOULD BE BANNER YEARS FOR PARAMOUNT AND EVERYBODY WILL BE DOUBLY PLEASED WITH THE PICTURES THAT ARE COMING. AND AS THEY LOOK AT THE PRODUCT TRAILER THEY WILL REALIZE FOR THE FIRST TIME THAT WE ARE NOT JUST SAYING WORDS BUT ARE DELIVERING THE GOODS. ALL THE BEST TO YOU AND YOUR MEN.

From HENRI MICHAUD

IN SENDING MY MOST SINCERE WISHES FOR A SUCCESSFUL AND HAPPY CONVENTION I KNOW THAT THE PRESENCE OF MESSRS JAMES PERKINS AND GUENTER SCHACK WILL PROPOGATE THE SAME MARVELOUS THINGS SEEN AND HEARD DURING THE PARIS MEETING. WHETHER EAST OR WEST, NORTH OR SOUTH, 1966 WILL BE PARAMOUNT'S MOST BOUNTIFUL HARVEST YEAR. KINDEST REGARDS TO YOU AND YOUR WONDERFUL TEAM.

From MILTON GOLDSTEIN

UNDER YOUR INSPIRED DIRECTION AND LEADERSHIP AND IN VIEW OF MOST EXCITING LINE-UP OF PRODUCT IN PARAMOUNT HISTORY, AM CERTAIN HONGKONG MEETING WILL CREATE HIGHEST DEGREE OF ENTHUSIASM POSSIBLE AMONGST THE BEST SHOWMEN IN THE WORLD. NO DOUBT 1966 IS PARAMOUNT'S YEAR OF THE HARVEST. BEST WISHES ON MEETINGS. WISH I WERE WITH YOU. REGARDS TO EVERYONE



HONGKONG - Mr. J. E. Perkins chats with Mr. Paul Yui, head of the Cathay Organisation in Hongkong. The ladies in the scene are Mrs. H.S. Moh, in centre, and Cathay starlet Miss Yung Yung.

5



AFTER THE CEREMONY. L to r. Edwin L. Weisl, Otto Preminger, George Weltner and Italian Consul General Vittorio C. di Montezemolo.

George Weltner Receives High Honor of Italian Government



Italian Consul General Vittorio C. di Montezemolo bestowing the decoration on Mr. Weltner.

George Weltner, president of Paramount Pictures Corporation, has been awarded the rank of Commander in the Order of Merit of the Italian Republic, one of the highest and most important decorations bestowed by the Italian government.

The Award, made by Italian President Giuseppe Saragat, was conferred in honor of Weltner's contributions

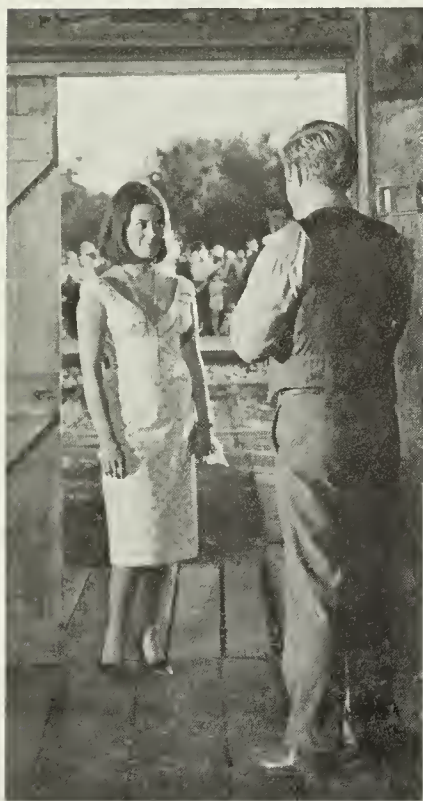
towards strengthening and improving cultural and business ties between Italy and the United States, particularly in the area of motion pictures.

In ceremonies at the Italian Consulate-General in New York on February 24th, the decoration was presented to Mr. Weltner by Vittorio C. di Montezemolo, Consul General of Italy.

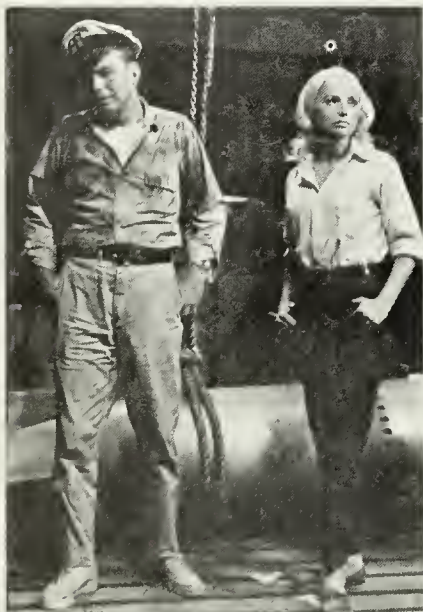
Among those attending the ceremony were Edwin L. Weisl, chairman of the executive committee of Paramount Pictures, and Otto Preminger, famed producer-director. John S. (Bud) Palmer, New York City's newly appointed Commissioner of the Department of Public Events, made his first appearance in his post as the city's official greeter, representing Mayor Lindsay.

Photos ED SULLIVAN

NEWS FROM THE BRANCHES



Natalie Wood plays a Southern girl who seems to be all sweet innocence the first time she meets a man (played by Robert Redford) in "This Property Is Condemned." Next time she meets him, it's an entirely different story.



A glimmering shaft of doubt enters Frank Sinatra's mind as he realizes, in "Assault On A Queen," what this fantastic submarine venture is getting him (and Virna Lisi) into.

I have known men who could see through the motivations of others with the skill of a clairvoyant, only to prove blind to their own mistakes. I have been one of those men.

- Bernard Baruch

DES MOINES

Branch manager 'Chuck' Caligiuri recently spent three days in Dallas for a sales meeting.

A hearty welcome to Nora Jane Patterson, who will replace Patricia Tantillo Swesey. Mrs Swesey is retiring on February 25th to await the arrival of a "little Swesey".

All of us are eagerly awaiting the Sneak Preview on "Nevada Smith" at our new Plaza Theatre in Des Moines. "The Spy Who Came In From The Cold" has been grossing very well in the 3rd week of playing.

Joyce Taylor and husband spent a wonderful cold and snowy weekend in Detroit visiting friends.

All Paramount WOMPI'S have started preparing to attend the International convention in Des Moines September 30-October 2.

"Promise" Promises Laughter Aplenty

Film Daily's critic says of "Promise Her Anything":

Laugh-ridden comedy of romance and complication. Strong cast, Attractive grosses.

DALLAS

Division manager Tom Bridge recently conducted a highly informative and productive meeting attended by the branch managers in his division. Those participating were Forrie Myers, Minneapolis; Weber Howell, St. Louis; Gerry Haile, Kansas City; Charles Caligiuri, Des Moines; Frank Carbone, Oklahoma City; and Bernard Brager and Jack Haynie, Dallas. Plans were drawn up for the handling of our very strong line-up starting with "Promise Her Anything" and going through the summer releases. We are sure that this meeting will pay off handsomely.

The 10° weather had no bearing on the attendance at the employees' screening of "The Ten Commandments". In fact, we had a larger-than-usual turnout.

Newly-elected officers of the Paramount Pep Club are Sharon Guernsey, president; James Broiles, vice-pres; Linda Elliott, secretary; and Lillian Stockdale, treasurer. To start the year, the Pep Club honored at a dinner at El Fenix Restaurant Jack Haynie, Paul Rozenburg and Carl Sims, who were recently promoted.

During our recent wintry weather, Willie Simmons, head inspectress, fell and broke her arm. Also, inspectress Jennie Lou Taylor fell and injured herself while shopping downtown.

We wish to extend our welcome to Don Bradley, who has joined us as booker.

We had a giant musical tie-up on "Judith" for its opening in Dallas February 24 at the Palace. The album and the title song were heard on all major Dallas radio stations.

With "Nevada Smith", "Assault On A Queen", "Is Paris Burning?", "Eldorado" and the numerous releases, this year should be a Paradise, not only for "Paradise, Hawaiian Style", but for Paramount, World-wide Style.

- Linda Elliott

ST. LOUIS

St. Louis branch has been very busy and very successful in buttoning down Paramount Week bookings in our smaller towns that book three to four months in advance.

We have also given our office a new look for the Spring time. I am beginning to feel like



Endless is the variety of disguises used by Marty Allen and Steve Rossi in the course of making "The Last of the Secret Agents?" one of the wildest and funniest comedies in Paramount history.

a housewife, so often have we moved the furniture around. We think we now have the furniture in a very attractive position and have made a substantial improvement in the appearance of the office.

The last time we wrote you we told you that the writer and Mr. Howell went to Taylorville to get their share of bookings for this summer. Mr. Howell has just returned from there again to put the finishing touches on this circuit. We have previously passed "Breakfast At Tiffany's", "Sabrina", "Seven Slaves Against The World" and "Revenge Of The Gladiators". These four pictures and many others are now set to play this summer in the Frisina Circuit.

- Jerry Bahner

JACKSONVILLE

Records are being broken "Down South", and we don't mean 'weather wise'. It's Paramount's 1966 releases that make the following scene not uncommon in the Jacksonville Branch: "A booker, with pen in hand and a telephone balanced on each shoulder, talking simultaneously with two exhibitors." This scene, is not hard to imagine with such magnificent, and outstanding pictures, as - "Judith", "Spy Who Came In From The Cold", "The Slender Thread", "Nevada Smith", "Night Of The Grizzly", "Promise Her Anything" and "The Ten Commandments".

Another scene, if you please.....Branch manager Fred Vathis sitting at his desk having his lunch. No lunch hour down this way when key-cities are being dated.

Fay Weaver, bright-eyed, sparkling, clever, branch manager's secretary, conceived the idea of depicting title scenes of each new Paramount release. These very original and clever scenes are on display at the entrance of the office and are creating and receiving choice reviews.

We would like to welcome, Mrs. Rosa Lee Martin, who recently joined our family. This spirited young lady is doing an outstanding job as booker's stenographer.

Vacations will be starting soon. We welcome all Paramounters to come by and see us. Will be glad to show you the sights of our fast-growing city - after working hours, of course.

- Nadine Eddinger

(*) With the cooperation of Miss Eddinger we have had one of Mrs. Weaver's charming and effective displays photographed. You will find it on Page 17.

GOOD NEWS FROM AROUND THE GLOBE

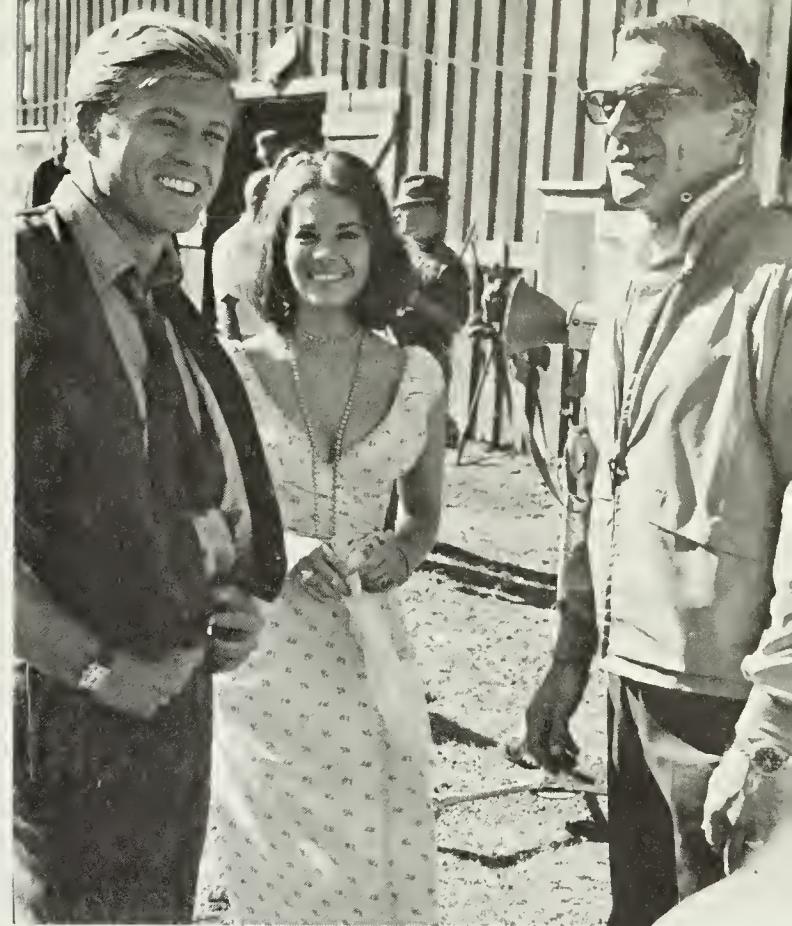


On March 2, Mr. Weltner circulated to all concerned the following text of a cable from Henri Michaud, Paris:

WITH "JUDITH" DOING EVEN BETTER IN SECOND WEEK AT LONDON PLAZA AM HAPPY TO REPORT EXCELLENT BUSINESS WITH THIS PICTURE IN GERMANY, ITALY AND BELGIUM, ONLY THREE COUNTRIES WHERE PLAYING NOW. RESULTS COMPARE FAVOURABLY WITH "HATARI" ...LIKEWISE FIRST OPENINGS OF "BOEING BOEING" IN GERMANY AND ITALY POINT TO GROSSES SUPERIOR TO "COME BLOW YOUR HORN". LAST BUT NOT LEAST, CONTINUED SUCCESS OF "SPY COLD" IN BRITAIN AND

FANTASTIC OPENING IN SUCH DIFFERENT LOCALE AS ATHENS, FORETELLS OF UNPAR-ALLELED INCOME IN MONTHS TO COME.....End of cable, but certainly the kind of reaping that we have in mind in referring to 1966 as "The Year Of The Harvest"....And then of course as you swing to the left of this page, who do you see but Elvis Presley, who will next star for Hal Wallis (the producer who makes the best Presley pictures), in a humdinger of a round-the-

world musical romance entitled "A Girl In Every Port".....Michael Caine (star of Paramount's upcoming "Alfie"), has been signed by Otto Preminger for one of the six star parts in "Hurry Sundown," which is scheduled to start filming June 1st in the South. Caine, acclaimed for his role as secret agent Harry Palmer in "The Ipcress File," will later re-create his portrayal of Palmer in Paramount's "Funeral In Berlin".....Going back to the telegraph key we give you this wire received recently by Mr. Weltner from studio and production head Howard W. Koch: I SCREENED "ELDORADO" LAST NIGHT WITH HOWARD HAWKS AND WE HAVE A GIGANTIC PICTURE. IT HAS NOT ONLY TREMENDOUS PRODUCTION QUALITIES BUT THE ACTING OF WAYNE AND MITCHUM IS OUTSTANDING. THE ACTION JUST NEVER STOPS. HAWKS HAS PROBABLY DIRECTED HIS BEST PICTURE IN MANY A DAY. I'M SURE "ELDORADO" WILL BE AS BIG A SUCCESS AS WE HOPE "NEVADA SMITH" WILL BE. WE'RE SURE TO HAVE THE SAME PROBLEM OF SATISFYING ALL EXHIBITORS WHO WILL WANT THE PICTURE, BUT WE SHOULD ALWAYS HAVE THAT PROBLEM.....Regarding the report, at right, from Israel, we have been further advised that "The Sons of Katie Elder" has since broken the all-time record of the Allenby Theatre....."Barquero," a large-scale Western adventure drama, has been scheduled for production by Paramount early this Summer with Aubrey Schenck producing in association with Hal Klein....."Boeing Boeing" has recorded a high-happy level of revenue at the end of its 4th week at the Paramount, Bangkok."The Visitors," based on Nathaniel Benchley's hit novel, will be William Castle's first Paramount project. Because of the unusual nature of the story and the novel treatment planned by Castle, maker of thrillers, "The Visitors" will be developed and filmed under top secret conditions. As with a lot of 'Visitors,' everything will be totally unexpected.



Robert Redford and Natalie Wood, who were accoladed by the Hollywood Foreign Correspondents in the Golden Globes Awards last month, with director Sydney Pollack on the set of "This Property Is Condemned," one of Paramount's most torrid productions in years.

ISRAEL BUSINESS COLOSSAL ON "WHERE LOVE HAS GONE" AND "SONS OF K. ELDER"

Israel manager Ladislav Koch has reported through Continental sales manager Hugo Stramer in Paris that "Where Love Has Gone," at the end of its 7th week at the Allenby Cinema in Tel Aviv, had reached an "absolutely unbelievable high" figure in box-office takings, a fact of which the entire film industry of Israel was well aware.

Furthermore, "The Sons of Katie Elder," was following in the same pattern in succeeding the Levine production at the Allenby. Not only was the opening Saturday night pair of performances sold out, but the police had to be summoned to keep order. Sunday, usually the weakest day of the week, had all three performances sold out, and the cash (local name for box office) closed at 6 in the afternoon. This (said Mr. Koch) is something which seldom happens here.



HOLLYWOOD - The scene at Perino's as Frederick A. Klein, executive vice-president of Macfadden-Bartell Corp., presented producer-director Martin Ritt with Photoplay Magazine's Gold Medal Award for Paramount's "The Spy Who Came In From The Cold." Shown attending, left to right: Vernon Scott, William Schary, William Weaver, Larry Donas, Dale Olsen, Syd Cassyd, Mrs. Martin Ritt, Frederick A. Klein, Martin Ritt, Nancy Anderson, Abe Greenberg, Belle Greenberg, Don Gillette and Bob Goodfried.

"THE SPY" SPARKS FINE NEW ENTERTAINMENT-ENJOYMENT POLICY IN BRITAIN

LONDON - Public response to "The Spy Who Came In From The Cold" has been so extraordinary here that Paramount has launched a new presentation policy for the film in general release following its record-smashing engagement at the Plaza Theatre. "The Spy" is being presented on a twice-daily, separate performance policy by ABC, Rank and other circuit and independent houses.

"It is everyone's view that, seen from the beginning, the film is irresistible entertainment," according to Paramount's managing director for the United Kingdom Russell W. Hadley, Jr. "This policy is designed specifically to help people see the film in the best possible conditions." This marks the first time that regular-priced separate performances have been fixed in Britain, beyond roadshow hard-ticket presentations.

PHOTOPLAY MAGAZINE'S GOLD MEDAL AWARD GOES TO "THE SPY WHO CAME IN FROM THE COLD"

RIGHT

HOLLYWOOD - Martin Ritt, left, as he accepted Photoplay Magazine's Gold Medal Award from Frederick A. Klein for his production of "The Spy Who Came In From The Cold." Presentation, at Perino's, was made in the presence of the film industry press.



"GREATEST EVER IN ONE DAY" - THAT'S "THE SPY" IN ATHENS

Henri Michaud has cabled Milton Goldstein about the opening day's magical business of "The Spy Who Came In From The Cold" in six of Savas Pylarinos' first-run houses in Athens, Greece. Here is the cable which speaks for itself:

"SPY" FIRST DAY ATHENS IN SIX HOUSES ABSOLUTELY FANTASTIC. BOXOFFICE RECEIPTS GREATEST EVER IN ONE DAY.

Canada Upbeat on "The Spy"

As of February 18th, when "The Spy Who Came In From The Cold" was just beginning to circulate, Paramount's general manager for Canada, Mickey Stevenson, painted this glowing vista of the picture's Canadian prospects:

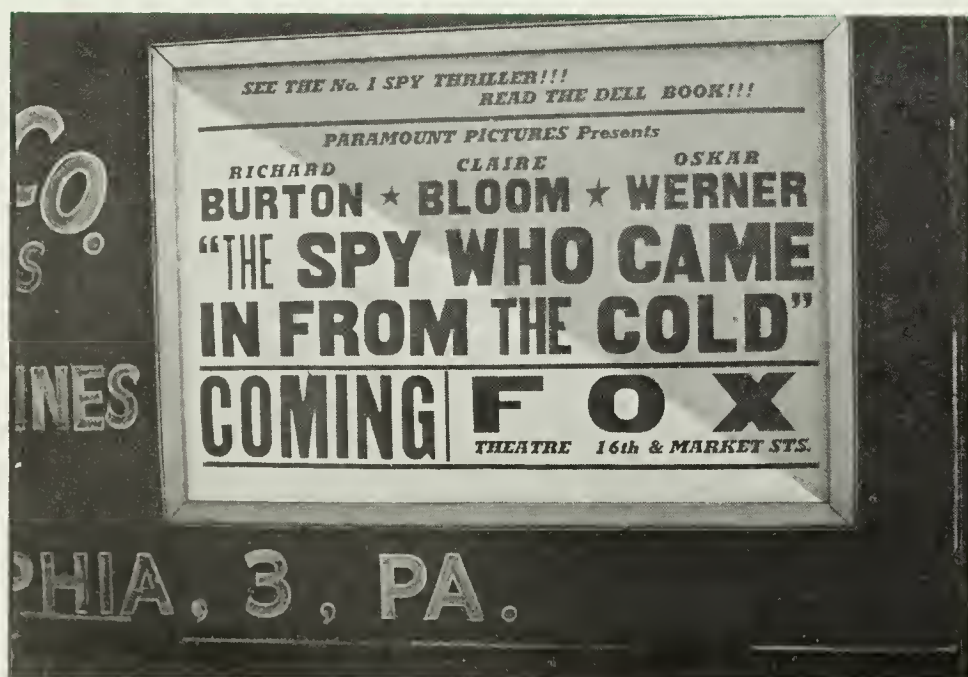
"As you know, we are just getting started with this picture; however, on our first three key openings, Vancouver, Montreal and Ottawa, 'The Spy Who Came In From The Cold' is proving to be the biggest Paramount grosser since 'The Carpetbaggers.' The public and critical acclaim for the picture is outstanding, and the results thus far indicate long runs in all situations. We are delighted with 'The Spy Who Came In From The Cold'."

LEFT

PHILADELPHIA * Fleet of 100 United News trucks carried this advance news of "The Spy Who Came In From The Cold" coming to the Fox Theatre. Later, word NOW replaced COMING.



Richard Burton has received an Academy Award Nomination for his performance in "The Spy Who Came In From The Cold." The Awards will be made at the traditional ceremony late next month.



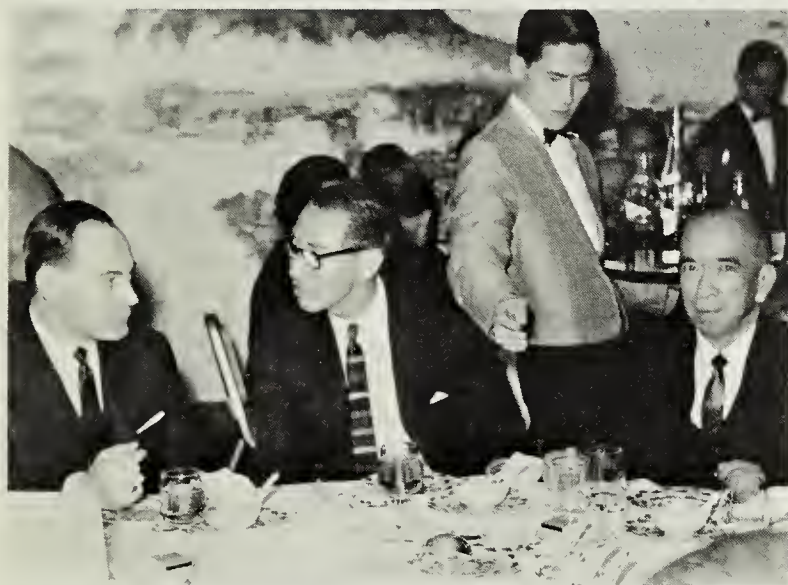
MORE SIDELIGHTS ON THE HONGKONG SCENE



Interesting group at the dinner party in honor of Mr. and Mrs. J.E. Perkins, given by managements of the King's and Hollywood Theatres in the Hongkong Room of the Hilton Hotel.

From left: Mr. John Liang (of Hollywood Theatre), Mr. and Mrs. H.

S.Moh, Mrs. S.A. Henriksen, Mr. G. Schack, Mrs. J.E. Perkins, Mr. S.A. Henriksen, the Hon. Sir Tsun Min Chow (Chairman of King's), Hon. Fook Shu Li (Vice-Chairman of King's), Mr. C.H. Liang (Managing Director of King's Theatre), Mrs. Liang. (Mr. Perkins absent when photo taken).



Another glimpse of the dinner in honor of Mr. and Mrs. J.E. Perkins, this one showing, L to R: Guenter Schack, Mr. S. N. Churn, director of Hollywood Theatre, and Mr. C. H. Liang, managing director of King's Theatre.

HONGKONG CONVENTION REPORT

(Continued from Page 3)

Morning of the second day began in the King's Theatre with screenings of excerpts of "Nevada Smith," "Assault On A Queen" and "Is Paris Burning?" Each presentation evoked tremendous enthusiasm, which was made manifest when the delegates returned to the meeting room and each was given an opportunity to express his reactions personally. The afternoon's screening was of "Judith," and again there was a vast amount of enthusiasm evident.

When Mr. Perkins closed the meeting so far as business was concerned, there was not the slightest doubt in anyone's mind that this had been the best of all Paramount meetings in the Orient, and that

Inadvertantly, but inexcusably, omitted from last month's listing of Home Office Paramounteers who had contributed to the success of the Paris Convention, were two of Milton Goldstein's stalwart aides - Marilyn Bettinger and Bette E. Baumann.

We are truly sorry!

not only is 1966 Paramount's Year of the Harvest, but it is also the first in a long line of Years of the Harvest.

Around tiffin time there was a cocktail party at the Mandarin Hotel for the delegates, exhibitors and press; and then the glowing event came to a close at the Ambassador Hotel in Kowloon, when the delegates were guests of the Cathay Organisation at a traditional dinner that all present will long remember.



Ever-Shining Symbol
Of
THE YEARS OF
THE HARVEST



NORMAN FLICKER

Appointed Eastern Production Representative

Norman Flicker has been appointed eastern production representative for Paramount Pictures, it is announced by Howard W. Koch, vice-president and studio and production head.

In his new post, Flicker will serve as liaison between the studio and the home office on all phases of production activities. He was previously a member of Paramount's home office legal staff, specializing in production matters.

Flicker joined Paramount's legal department in 1952, and returned to the company in 1956 after serving as a Navy Lieutenant in the Korean War. He is a graduate of New York University, and received his LLB and LLM degrees from the same university's School of Law. He has been admitted to practice before the United States Supreme Court.

Flicker is married and the father of three children. His wife, Barbara, is also an attorney.

Hong Kong Credits

Anyone who knows the workings of conventions, knows that the show just doesn't happen. Someone plans, devises and fabricates the operation, and gets it perfected by the time that the opening bell rings.

In Hongkong the chief planner and fabricator was H.S. Moh. The major phase of devising the event had been Svend A. Henriksen, with assists from those who had also worked on the Paris event.

But Messrs. Moh, Wong and their aides made the Hongkong plans come alive.

RIGHT

PARIS - Rain was no deterrent when the Jerry Lewis fans wanted to see him in "The Family Jewels" at the Paramount Theatre.



ON RETROUVE LE MEME CLIMAT D'ENTHOUSIASME A LA CONVENTION D'EXTRÊME-ORIENT

On a retrouvé à la Convention de Hong-Kong, où s'est tenue une réunion de trois jours qui a commencé le 17 février, le même climat de merveilleux enthousiasme qu'à la Convention de Paris, dont nous avons donné tous les détails le mois dernier. Présidé par le Directeur Divisionnaire d'Extrême-Orient, S.A. Henriksen, ce meeting auquel assistaient également le Président de Paramount International James E. Perkins et le Directeur de Publicité Guenter Schack, venus de New York, réunissait des Paramountiers représentant le vaste territoire du Japon aux Indes. Au cours de cette réunion, on a eu la possibilité d'écouter et de constater que, si grande que notre Société soit aujourd'hui, son avenir s'annonce sous de plus magnifiques auspices.

Nous espérons sincèrement que nos pages donneront une idée du beau travail accompli par le Directeur de Hong-Kong, H.S. Moh, et tous ceux qui l'ont aidé à faire de cette Convention d'Extrême-Orient un événement dont se souviendront ceux qui y ont assisté. La prochaine réunion se tiendra à Sydney, groupant les représentants de Paramount d'Australie et de Nouvelle-Zélande et, étant donné que cette convention se déroulera au moment où ce numéro de Paramount World sera sous presse, nous en donnerons tous les détails dans notre numéro d'avril. Puis, suivra la Convention d'Amérique Latine, au début d'avril, et son compte-rendu fera l'objet de notre principal article du numéro de mai. Ensuite, nous aurons 5 numéros consécutifs consacrés à la grandeur toujours croissante de Paramount.

Au fur et à mesure que les mois passent, nous ne perdons jamais de vue le miracle de ce qui sera vraiment le plus remarquable film que Paramount ait produit au cours de ces dix dernières années : "PARTS BRULE-T-IL ?". Ce mois-ci, sur la page spéciale consacrée à ce film, nous rendons de nouveau hommage à son metteur en scène, René Clément, qui a transposé à l'écran cette histoire épique. Monsieur Clément a fait de nombreux films excellents au cours de sa carrière de réalisateur, mais celui qui les surpassera tous et grâce auquel il aura sa place dans la Cinémathèque Internationale, sera incontestablement "PARTS BRULE-T-IL ?".

A la suite de l'annonce faite dans le numéro du mois dernier, nous sommes enchantés de vous faire part de la joie générale qui a rempli le cœur de tous lorsqu'ils ont appris la nomination de Henri Michaud au poste de Vice-Président de Paramount International Films. Au cours des longues années qu'il a passées avec Paramount Monsieur Michaud a gagné la popularité, l'estime et l'admiration de tous ceux qui l'ont connu et de tous ceux qui ont pu apprécier ses capacités d'homme d'affaires



HOLLYWOOD - France's Kira Appel, representing Cinemonde, on the set of "The Swinger" with film's star, Ann-Margret.

Money is like a sixth sense - and you can't make use of the other five without it.

-Somerset Maugham



HOLLYWOOD - Belgium's Jennie Dhont (Cine Revue) was at the party for Ann-Margret on the set of Paramount's "The Swinger."

et d'administrateur.

Les télégrammes, venant des studios et ayant trait au nouveau attractif de notre production, continuent d'affluer, et nous en publierons quelques-uns dans ce numéro. Nous attirons particulièrement votre attention sur le plaisir qu'a éprouvé M. Howard Koch à propos de la manière dont se présente la production de Howard Hawks "ELDORADO". Quelle merveilleuse équipe que celle formée par les personnalités pleines de talent, de John Wayne et de Robert Mitchum.

Bien que la reprise sur les écrans des "DIX COMMANDEMENTS" ne concernera pas effectivement Paramount International avant l'année prochaine (1967), nous voudrions attirer votre attention sur un détail particulier qui a été mis en lumière avec le retour de ce film sur les écrans des Etats-Unis et du Canada. Il s'agit du fait que le mot "retour" est obligatoire quand on parle de la représentation de ce film. On ne doit pas mentionner le mot "reprise" mais uniquement parler de "retour" des "DIX COMMANDEMENTS". Bien que nous le signalions simplement ici, vous remarquerez que c'est la phrase employée dans toutes les instructions que Milton Goldstein vous fera parvenir au moment où le film "LES DIX COMMANDEMENTS" reviendra sur vos écrans, afin que cette admirable production de Cecil B. de Mille atteigne la grandeur à laquelle elle a droit.



PARIS - Compelling display for the Paramount release, "Dingaka" (French title, "Dingaka Le Sorcier") at the Paramount Theatre here.



PARIS - Portion of the enormously effective lobby display of the renowned Moulin Rouge Cinema announcing the advent of "The Spy Who Came In From The Cold." Entire display was atmospherically in the realistic nature of the film itself.

Thanks to a peek-a-boo Paramount camera, fans will get some unusual views of Natalie Wood in a nude swimming scene the actress does in "This Property Is Condemned."

Director Sydney Pollack placed a watertight camera at the water line of the lake where the sequence was filmed. Then, as Miss Wood splashed about, the camera surfaced and submerged in accord with her movements.

RENÉ CLÉMENT - THE MAN WHO PUT "IS PARIS BURNING?" ON FILM

His earlier films have brought him praise and commendation: "Is Paris Burning?" brings him the accolade of Greatness.



René Clément directing Leslie Caron at the Pantin Station location.



René Clément and Paramount's publicity and advertising director in Spain, Jaime Arias.



René Clément and eminent French publicist Marianne Frey.

RENÉ CLEMENT has worked long, hard and with a deep sense of national conscientiousness for the world-wide wave of praise that is going to envelop him with the release of "Is Paris Burning?"

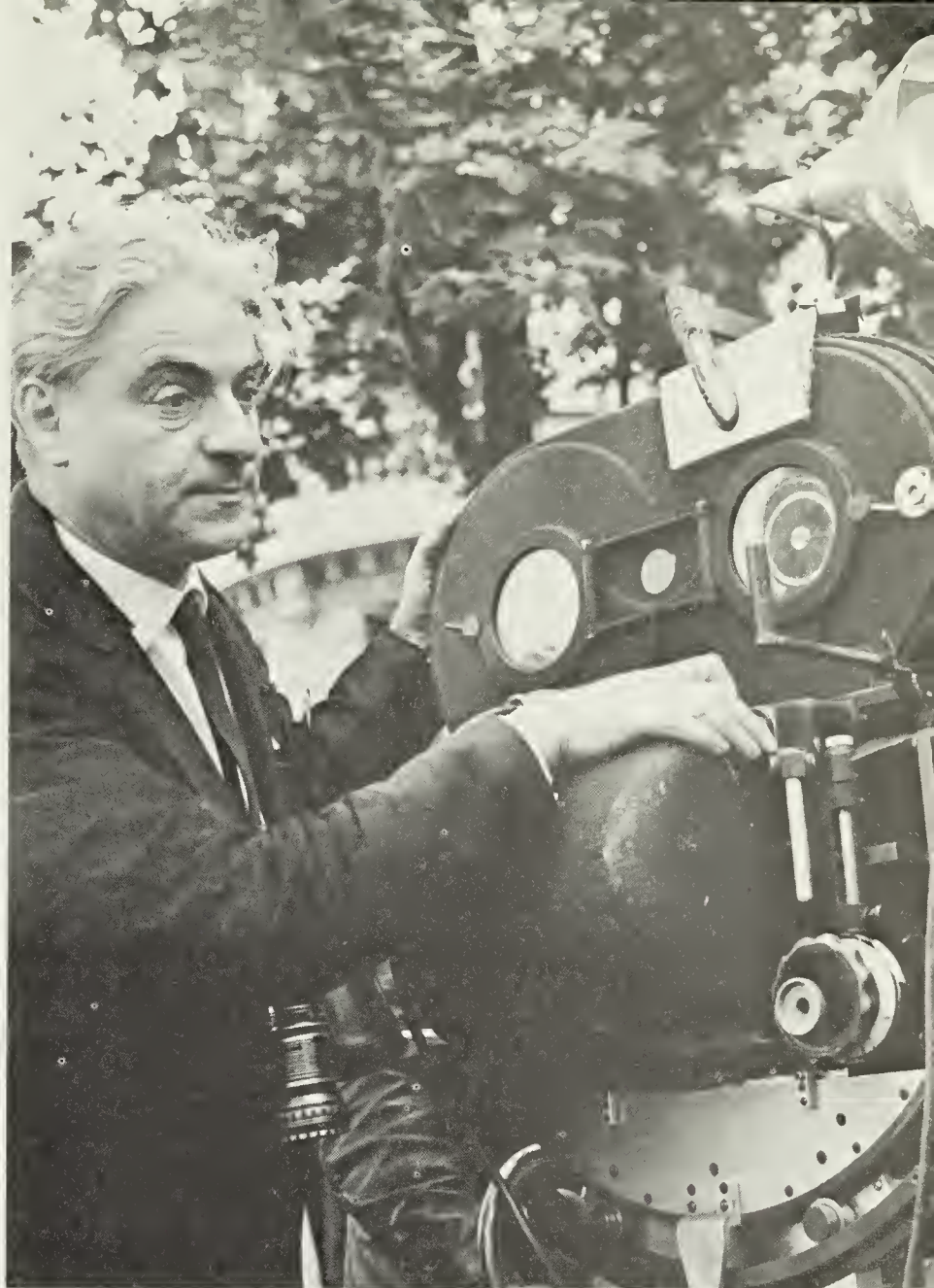
Always his pictures have reflected the best that he has had to give. But "Is Paris Burning?" is going to reflect not only the soul which he himself put into it, but also the souls of his hundreds and hundreds of inspired fellow workers.

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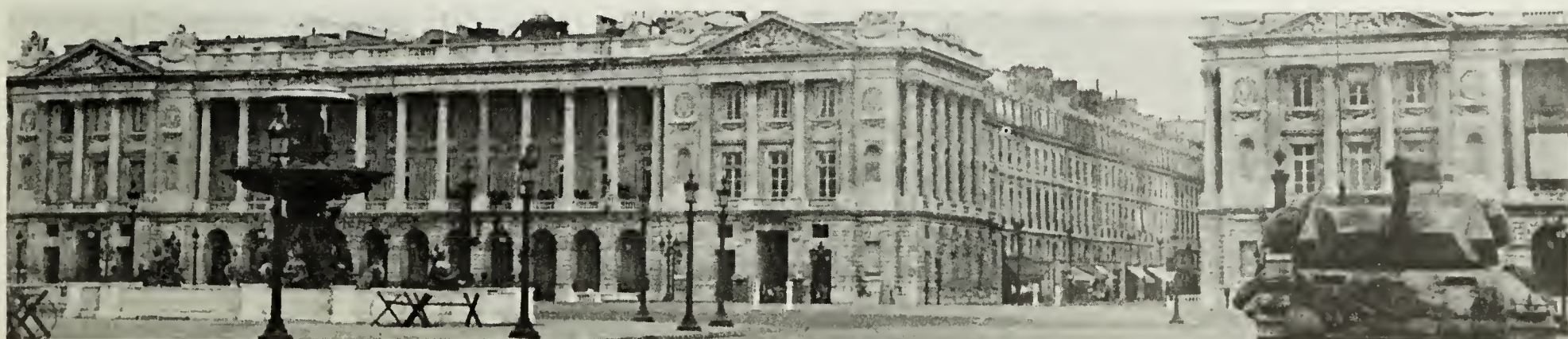
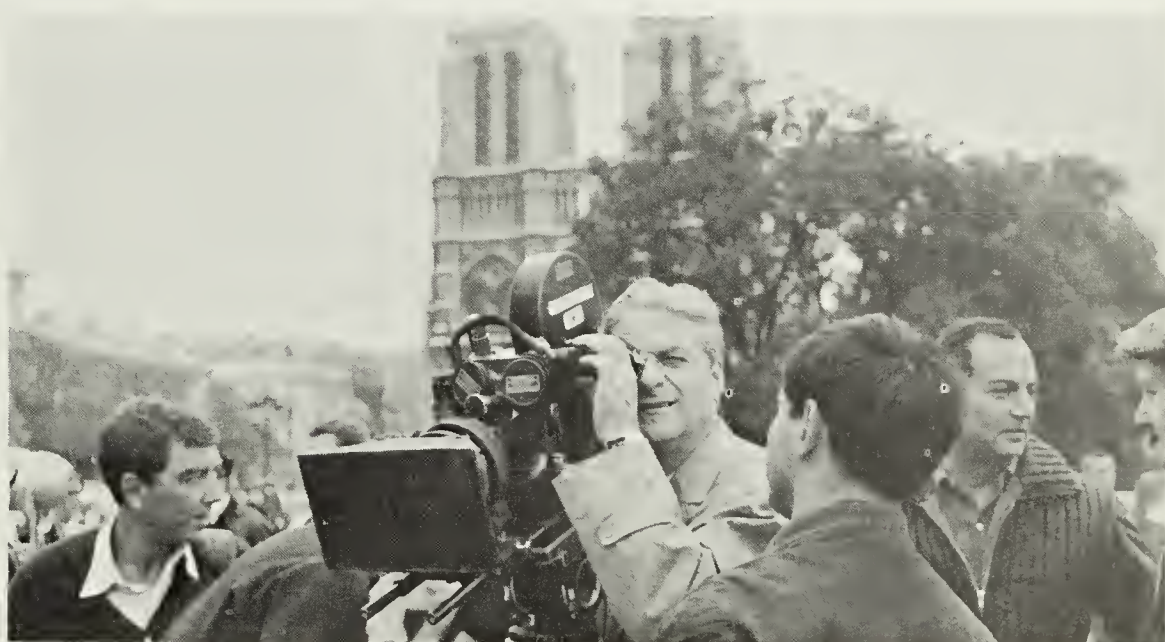
Making absolutely sure that he gets the picture, and the effect, that he wants for "Is Paris Burning?" -- Director René Clément on location near the Cathedral of Notre Dame.

BELOW

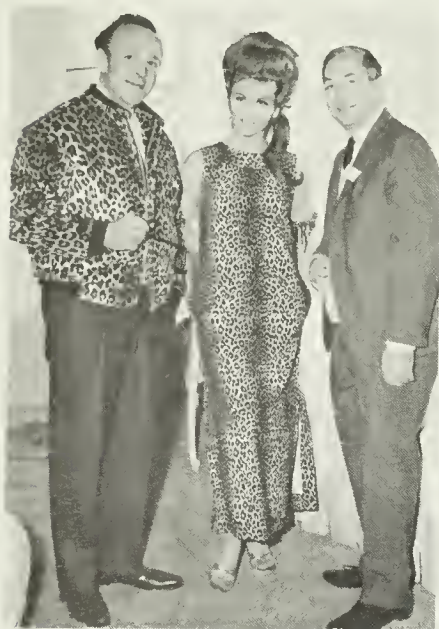
A view of Paris' Place De La Concorde that nobody --- yes, nobody --- is ever going to forget.



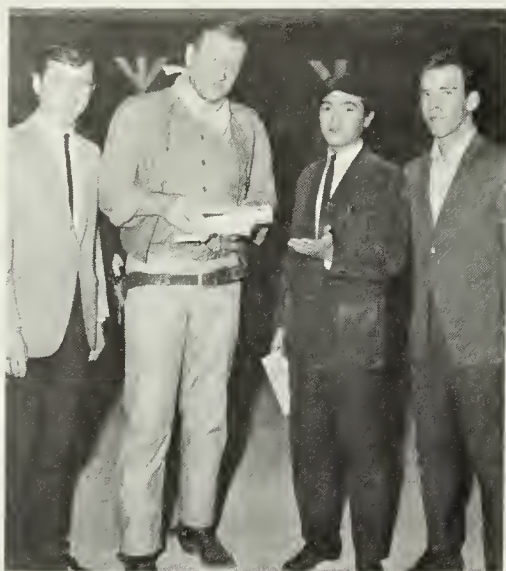
René Clément lives by, with and for a camera. Nothing ever goes into his productions without his first having seen it through the camera's eye. He is one of the most exacting and dedicated directors in the entire realm of the motion picture -- all of which redounds to the great good fortune of the inspiring film project known as "Is Paris Burning?"



Events of Interest



HOLLYWOOD - Among the attendees at Paramount's studio luncheon to have the international press representatives meet Ann-Margret and George Sidney, star and director of "The Swinger," was Yari Begakis, at right, correspondent of Japan's "Screen" magazine.



HOLLYWOOD - John Wayne, on the set of "Eldorado," receives a gift from Japan offered by Takamitsu Masuda, representing the eminent film magazine, Eigo No Tomo. Mr. Masuda recently published an extensive article on "The Oscar" and will have a feature story in print soon on Clint Walker, star of "The Night of the Grizzly." Mr. Masuda's assistants, Brian Highland and Jerome Brandon are right and left.



TOKYO - Press interview for Paramount International president James E. Perkins. L to R: Mr. Dobashi (Nikkan Kogyo Tsushin), Miss Wakabayashi (Sogo Tsushin), Mr. Yaso-gawa (Bunka Tsushin), Mr. Komaki, Paramount publicity mgr.; Mr. Jinnai (Gendai Tsushin), Mr. S. Hatano, Mr. Guenter Schack, Mr. S.A. Henriksen (hidden), Mr. Perkins, Mrs. Nagai, Mr. Julian G. Binstock, Mr. Ito (Nikkan Journal).



TOKYO - Part of the showmanship campaign for "Harlow" at the Piccadilly Theatre here was the novel introduction of some hair styles that a local wig company would like to see introduced. Above are some of the styles on show in the Piccadilly lobby.

高い感激の中で行われた極東会議

パリ会議で記録された高度の感激—これについては先月号で詳細に報告した—は、二月十七日より二日間にあつてつづけられた香港会議に於ても見事にちつづけられた。極東地区支配人S・A・ヘンリクスを議長に、ニューヨークからパラマウント・インターナショナル社長ジェームス・E・パーキンス、宣伝部長グエンター・シヤーク両氏が出席し、日本からインドに至る広範囲な世界諸国のパ社代表を集めて行われたこの会議は、パ社の今日をさらに上回る豊富さを見、聞き、そしてその証拠を見せられたのである。

我々は、出席者全員に極東会議を忘れ難いものにせんがために香港支配人及び彼の助手たちがなした立派な業績の概要を本誌が伝え得たものと信じる。次の会議は

オーストラリア及びニュージーランドの両組織を合同して、シドニーで行われる。同会議が開催されるのは丁度本号が印刷される頃なので、その詳細は四月号に掲載される。その後、四月初旬にラン・アメリカ会議が開催される予定で、その報告が五月号のトップ記事になるはずである。かくて、我々は連続五号をとどまることを知らないパ社の偉大さに捧げることになる。

月日がたつにつれて、益々我々の感嘆を高めてやまないのが、この十年間に於けるパ社最高の大作である「パリは燃えているか?」である。今月この映画のために割いた特別頁に於て、我々はまたもやこの叙事詩を映画化したルネクレマン監督に敬意を表する次第である。クレマン氏は映画監督になって以来数多くの立派な映画を作つて

きたがそれらのすべてを凌駕し、彼の名を名声の映画殿堂に刻みつけるのはこの「パリは燃えているか?」となることは疑問の余地がない。

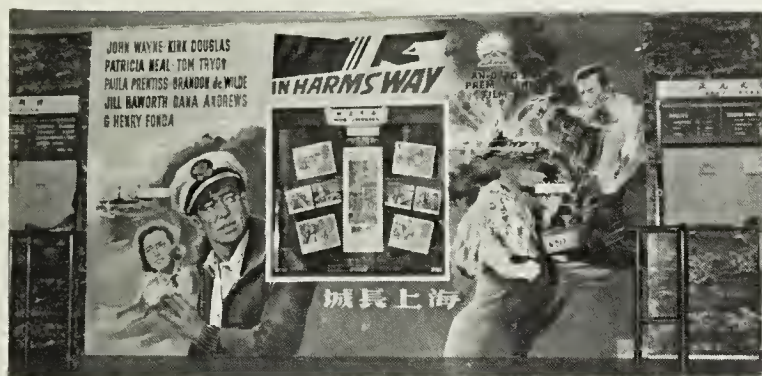
本誌の先月号の発表を早速反映したかのやうに、我々はアンリ・ミシヨール氏のパラマウント・インターナショナル・フィルムズの副社長就任によつて生れた歓喜の波について報告することができて嬉しい。ミシヨール氏はパ社に入社以来つねに、仕事を共にしてきた同僚及び交流のあった官界及び業界の知人たちの人気と尊敬を博してきた。

撮影所からはパ社新作の娯楽的アッピールに関する報告が数多く入っており、そのいくつかを本号に掲載する。我々は、ハワード・ホークス製作の「エルドラド」のできばえ及びジョン・ウェインとロバート・ミッチャムという二大スターの結合によるすばらしいコンビの誕生に関するハワード・コッチ氏の喜びようについてとくに諸賢の注意を喚起したい。

パラマウント・インターナショナル勢にとつては「十戒」の公開復帰は一九六七年まで直接関知しないことだが、同映画の米加での再公開に際し明るみに出たある事実について諸賢の注意を喚起したい。それはこの映画の上映に関し復帰という言葉の使用が必須条件だということである。その表現は必ず「十戒」の復帰とすべきであつて「再公開」でも「再封切」であつてもいけない。

以上のことは、本誌でお知らせしたがこのことは「十戒」に関する活動が本格化したとき、ミルトン・ゴルドスタイン氏の発する全指令の中に強調されるはずである。

FAR EAST



SINGAPORE - Two phases of the superlative showmanship campaign directed by Cathay's Carl V. Kannappan for the circuit's presentation of Otto Preminger's "In Harm's Way" at both the Cathay and the Palace. Shot immediately above is of the multi-lingual display perambulated around the city, with the emphasis on the word GUTS. At top is the stunning display in the lobby of the Palace.

BOMBAY - This spectacular front of the New Empire Cinema marked the important premiere of "In Harm's Way." Press and critical appraisal of the Otto Preminger film is set forth in the box beneath the picture.



High Indian Praise For "In Harm's Way"

Following are the highlights of the cable sent to Milton Goldstein by K.S.Vaidyanathan, general manager in India, following the premiere of "In Harm's Way" at the New Empire Cinema, Bombay:

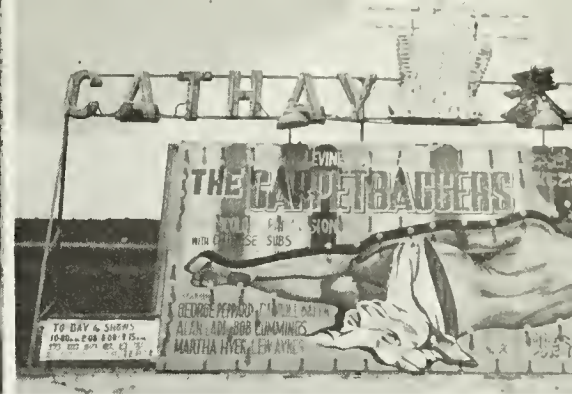
"IN HARM'S WAY" ALL-INDIA ENGAGEMENT AT NEW EMPIRE, BOMBAY, OPENED WITH OUTSTANDING RESULTS. AUDIENCE REACTION VERY GOOD. FOLLOWING ARE PRESS REACTIONS. TIMES OF INDIA CALLED IT 'HOLOCAUST IN RETROSPECT. GRIPPING DRAMA SUPERBLY ACTED AND MASTERFULLY DIRECTED.' FREEPRESS JOURNAL HEADLINED 'EPIC WAR FILM OF PEARL HARBOUR. PREMINGER HAS MADE YET ANOTHER MASTERPIECE. UNDER HIS DIRECTION ONE CAN FIND EVERY FRAM AN INSPIRATION.' INDIAN EXPRESS CALLS IT 'MEMORABLE WAR FILM.' POPULAR TRADE PAPER 'SCREEN' SAYS 'MEN AND BATTLES FORTIFY UNUSUAL PREMINGER FILM. MODERN CINEMA AT ITS REALISTIC BEST.' WEEKLY MAGAZINE 'CURRENT' HEADLINED 'PEARL HARBOUR ATTACK GRIPPINGLY RE-ENACTED WITH SUPERB PHOTOGRAPHY AND ACTION ENOUGH TO SATISFY MOST AVID ESCAPIST FANS'



HONGKONG - Paramount International president James E. Perkins (centre), International motion picture notable Run Run Shaw (right) and Paramount Far East division manager Svend A. Henriksen share a joke at the Paramount sales meeting in the Mandarin Hotel.



SINGAPORE - The female form divine is here displayed with telling effect (One person telling another, etc.) at the Cathay Cinema in Johore Bahru, at left, and the Cathay Cinema in Kuching, Sarawak. The films involved, as you can well see if you are really looking for titles, are "The Love Goddesses" and "The Carpetbaggers."



See Page 39 for a picture story of the spectacular premiere of "The Spy Who Came In From The Cold," at the King's Theatre in Hong Kong - an event of major importance.



TOKYO - Mr. and Mrs. Perkins with some of their Far East colleagues and Japanese actresses as a welcoming party at Tokyo International Airport. L to R:

T. Komaki, Japan publicity manager; Julian G.Binstock, general manager for Japan; Miss Kurahashi, Shochiku actress; Guenter Schack, Para, Int'l publicity and advertising director; James E. Perkins, president, Paramount International Films; Miss Michi, Shochiku actress; Svend A. Henriksen, Far East division manager; Mrs. Perkins; Mrs. H.Nagai, Japan office manager; Mrs. S.A. Henriksen; Mrs. Binstock; Robert V. Perkins, MPEAA.



TAIPEI, Taiwan - The three main posters towering above the entrance to the Lux were all for "The Amorous Adventures of Moll Flanders."

EUROPE



MADRID - Following the Paris convention, Milton Goldstein visited here to view progress on Paramount's Spanish production, "Es Mi Hombre." Above, the special productions assistant to the president of Paramount International Films is shown with the cast of the picture. L to R: Pepe Aguayo, chief cameraman; José Luis Lopez-Vazquez, principal actor of the film; Frank A. Siter, general manager for Spain and supervisor of Middle East territory; Soledad Miranda, star of the film; Milton Goldstein; Rafael Gil, film's producer; Sancho Gracia, featured player in the film.



HELSINKI, Finland - More proof of the international popularity of "The Sons of Katie Elder." Fans lined up in the lobby of the Aloha Theatre here waiting for the next performance of the great Hal Wallis adventure film.



CAIRO - Queue-views of the lobby of the Radio Theatre here as "The Amorous Adventures of Moll Flanders" completed the third record-breaking week here and surged on to some new records.



BRUSSELS - This is the spell-binding front of the celebrated Eldorado Theatre here, where the overwhelming business on "Judith," the Sophia Loren-starring dramatic thunderbolt led to Henri Michaud in Paris cabling George Weltner in New York as follows:

DELIGHTED REPORT FIRST FOREIGN OPENING OF "JUDITH" IN BRUSSELS RECORD-BREAKING IN SPITE OF ADVERSE WEATHER. RECEIPTS SIXTEEN PERCENT HIGHER THAN "HATARI!" PREVIOUS RECORD HOLDER.

This cable also encompasses the Acropole Theatre, which played "Judith" day-and-date with the Eldorado.



STOCKHOLM -- As is traditional with all Paramount pictures and releases, Sweden went all out with the showmanship campaign for Otto Preminger's "In Harm's Way." This revolving advertising drum for the picture at the Gota Lejon was transported to all prominent parts of the city and seen by many tens of thousands.

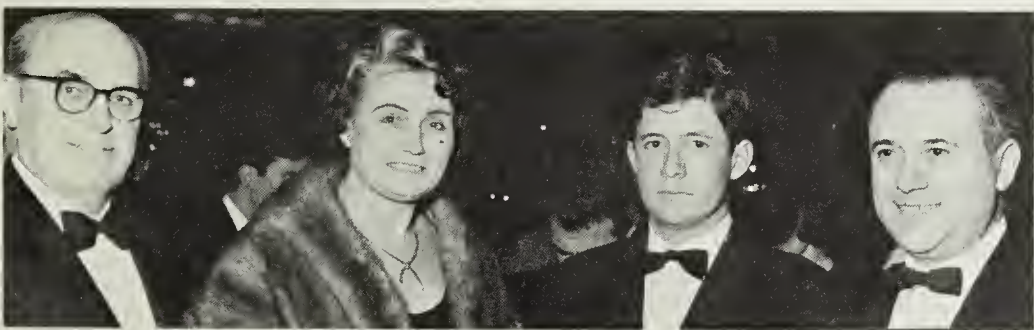
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FILM EVENTS IN BRITAIN



LONDON - A well-contented quartette at the Plaza premiere of "Judith," starring Sophia Loren. From left: Norma Foster, George Pinches and Paramount managing director Russell W. Hadley, Jr. and Mrs. Hadley.

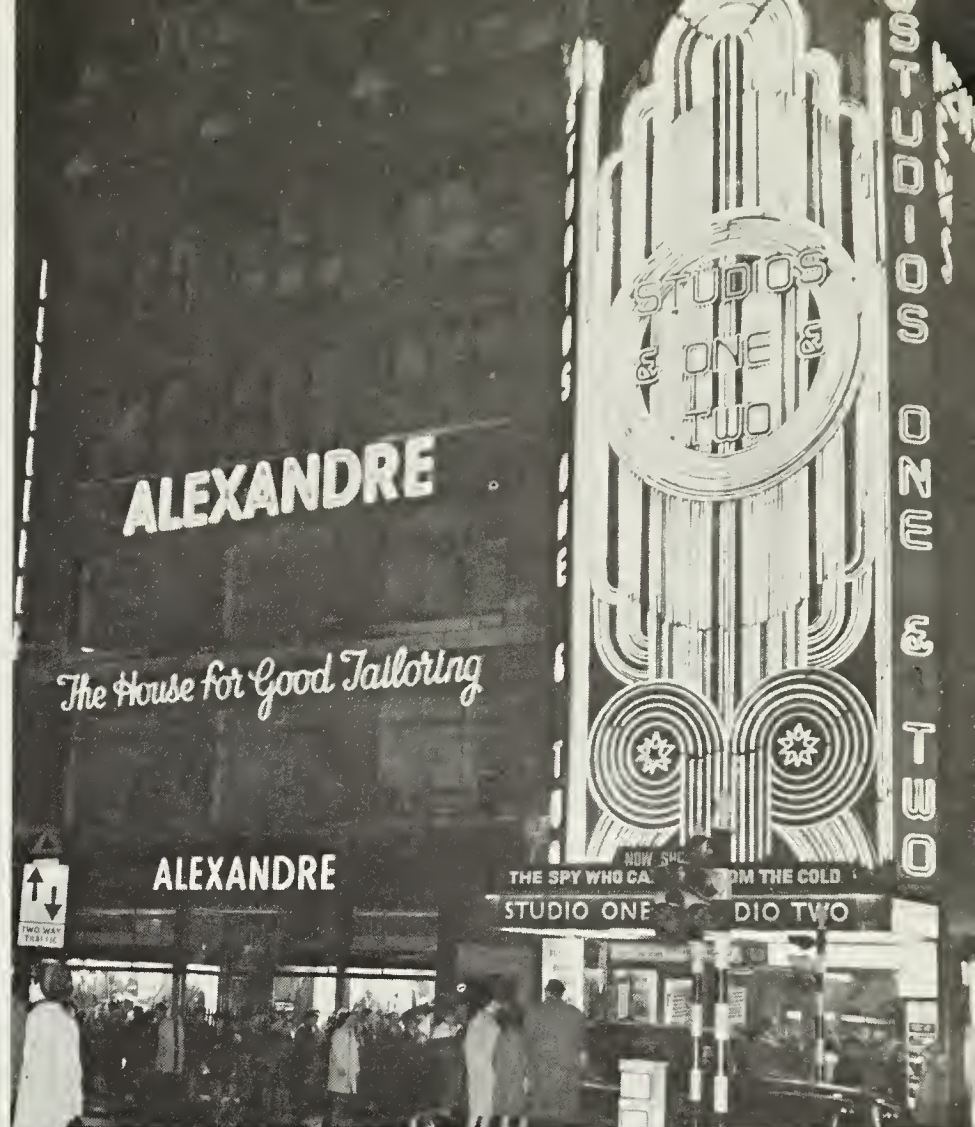


LONDON - At right, arriving at the Plaza Theatre for the premiere of "Judith," is Kurt Unger, producer of the Sophia Loren starring film. His son Daniel is with him. At left are Paramount executive Donald Peverett and Mrs. Peverett.



HOLLYWOOD - A few weeks ago a luncheon party was held in Paramount's studio commissary to introduce Ann-Margret, star, and George Sidney, producer-director, of "The Swinger," to the top members of the international film press. Prior to the luncheon, the key members of the Hollywood Foreign Press Association watched actual production on the picture. Then the star and producer-director, dressed alike in genuine leopardskin for the occasion, answered questions about the film at the luncheon.

Shown above are two of the British correspondents who attended. At left, Tony Corso of Keystone Press, with the star. Then, Sylvia Norris of "Woman's Own," with George Sidney and Ann-Margret.



LONDON - By the hundreds they queue'd up out in the cold to see "The Spy Who Came In From The Cold" at Studio One in Oxford Street.

LONDON - Foyles in Charing Cross Road, one of the world's great bookstores, gave this entire window to "Sands of the Kalahari" when the Paramount picture was in current first-release. Constituting the display was the Mayflower paperback edition of the novel.





HELSINKI - Front of the Aloha with evidence unmistakable that the attraction was "The Sons of Katie Elder."



STOCKHOLM - "The Sons of Katie Elder" has been a major hit here. One of the reasons for this was the all-encompassing campaign of showmanship for the Hal Wallis thriller.

SAMMA ENTUSIASM SOM UNDER KONFERENSEN I PARIS RÅDER NU I ORIENTEN

Entusiasmen från Paris-konferensen, som skildrades utförligt i förra numret, rader nu i Hongkong där ett tre-dagers sammanträde påbörjades den 17 februari under ordförande av chefen för Fjärran Östern avdelningen, S.A. Henriksen samt Presidenten för Paramount International, James E. Perkins och reklamchefen Guenter Schack från New York, de där församlade Paramount representanterna från ett område som sträcker sig från Japan till Indien, sag, hörde och framlade bevis på att, även om Paramount av i dag är gigantiskt, ligger det inom möjligheternas gräns för företaget att ytterligare växa betydligt i omfång.

Det är vår uppriktiga förhoppning att det frångått ur dessa spelter vilket jättearce Honkong-direktören H.S. Moh och alla hans medhjälpare nedlagt för att göra detta Fjärran Östernsammanträde minnesvärt för alla deltagarna. Nästa sammanträde kommer att hållas i Sydney för Paramounts representanter i Australien och Nya Zeeland och då ifrågasvarande sammanträde redan börjat när detta nummer av Paramount World går i press, kommer detaljer rörande detta sammanträde att utgöra höjdpunkten i vårt aprilnummer. Sedan följer ett sammanträde i Sydamerika i början av april och rapporter därifrån inflyter i majnumret. Salunda får vi fem nummer i följd som behandlar Paramounts ständiga växande potential.

Vi skall inte, allteftersom tiden skriker, förlora den underbara Paramount-filmen "Is Paris Burning?" ur sikte - de sista tio årens största film. På en sida speciellt tillägnad denna film hyllar vi denna månad regissören Rene Clement som förvandlat detta epos till film. Mr. Clement har gjort ett stort antal utmärkte filmer under sin bana som regissör men den film som överglänser alla andra och gör hans namn berömt i filmens värld blir utan tvivel "Is Paris Burning?"



HOLLYWOOD - Two prominent correspondents representing Scandinavian publications are here shown on the set of "The Swinger" with the film's star, Ann-Margret. Occasion was Paramount's luncheon for the international press to meet Ann-Margret. Shown with her are, at left, Lennart Cedrup, representing Sweden's 'Aftonbladet,' and Sven Rye, of Denmark's 'Nationaltidende Sondag.'

Som ett eko av tillkännagivandet i förra månads nummer, är det med förtydning vi nu meddelar att Henri Michauds utnämning till Vice President i Paramount International Films åstadkom stor glädje. Mr. Michaud har under hela sin karriär inom Paramount varit populär uppskattad och beundrad av alla som samarbetat med honom liksom de som haft med honom att göra i andra sammanhang.

Strömmen av telegram från studion rörande filmernas kvalité fortsätter, och vi återger ytterligare några i detta nummer. Vi vill speciellt framhålla Mr. Howard Kochs uppskattning av Howard Hawks iscensättning av "Eldorado", och det utomordentligt talangfulla paret, John Wayne och Robert Mitchum, som man har i den filmen.

Trots att det återkommande frisläppandet av "The Ten Commandments" inte i egentlig mening berör Paramount Internationals folk förrän nästa år, 1967, vill vi papeka en speciell sak som uppbyggades i samband med det återkommande frisläppandet av denna film i Förenta Staterna och Kanada, nämligen att uttrycket återkommande är nödvändigt i samband med presentationen av denna film. Det innebär icke att den har ny-premiär eller att den frisläpps på nytt utan bokstavligen "The Ten Comandments återkomst". Vi nämner detta här men det kommer även att framhållas i alla direktiv som Milton Goldstein skicker ut i samband med den höjdpunkt som är självskrivnen för denna förnämliga Cecil B. DeMille produktion.

HOLLYWOOD - Two eminent film gentlemen from Sweden are made most welcome on the set of "Bonanza" by two of the stars of that world-famed TV series which is filmed in the Paramount Studio. The TV stars are Dan Blocker (who plays 'Hoss') and Michael Landon. The film men are Frans Hausl, general manager of the Palladium Concern in Gothenburg (second from left) and Sten Persson, owner of the Centrum Concern in Gothenburg, who is at the right.



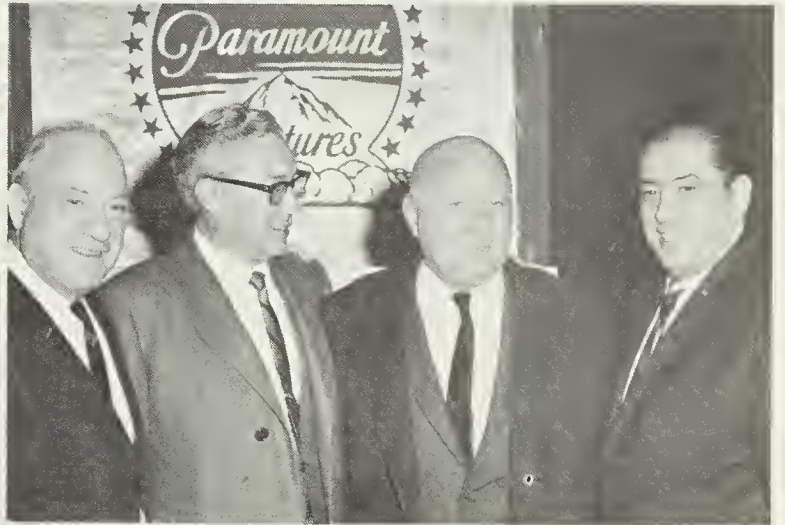
INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



NEW YORK - Scene in the Consulate General of Italy following the installation of Paramount President George Weltner as a Commander in the Order of Merit of the Italian Republic. Reading from the left: Edwin L. Weisl, chairman of the executive committee of Paramount Pictures Corporation; Producer-Director Otto Preminger, Mr. Weltner, Vittorio C. di Montezemolo, Consul General of Italy; Louis Nizer, eminent lawyer; Martin Davis, Paramount vice-president in charge of advertising and public relations.



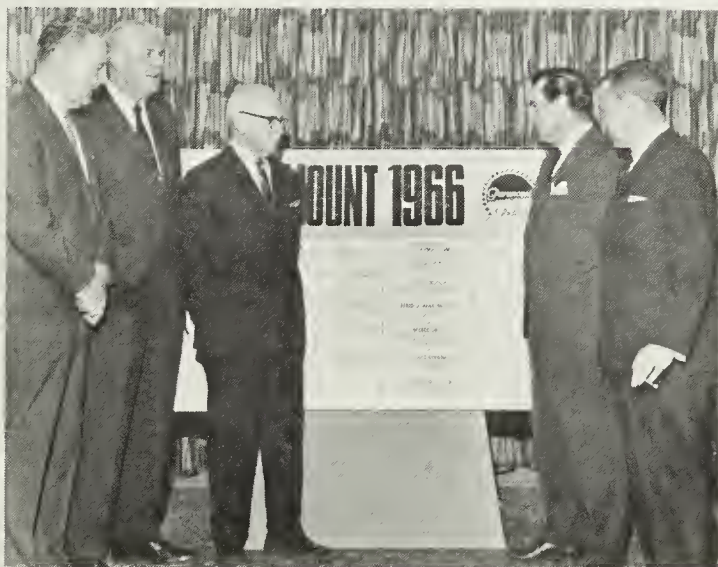
NEW YORK - On February 24, at the Victoria Theatre, Paramount's multi-reel film of a prophecy delivered - Paramount 1966, Year Of The Harvest - was screened for more than one thousand exhibitors, their workers and their friends. Shown here, from left, Ernest Sands, assistant general sales manager; Norman Aaronwald (Leo Brecher Circuit); Charles Boasberg, president, Paramount Film Distributing Corp.; Hugh Owen, Eastern Sales Manager; Max Fellerman, president, Inflight Motion Pictures (Films in Passenger Aircraft).



Barney Balaban (second from right), Chairman of the Board of Paramount Pictures, attended the screening. With him are Charles Boasberg, at left, Ernest Sands, at right, and Bernard Myerson, executive vice-president of Loew's Theatres, Inc.



PENNSVILLE, New Jersey - Here's an exhibitor who was happy to see Charley Boasberg back on the job following his recent illness. He is Al Frank, of the New Penn Theatre, and that's his son Bruce pointing to the important marquee message.



TORONTO, Canada - Prior to a special screening of "Nevada Smith" for exhibitors, press, TV, radio and magazines at the Towne Cinema, a standee with Paramount's schedule for the coming year becomes a conversation piece between (in the usual order) Bob Eves, Western division manager for Famous Players; Frank Fisher, vice-president and general manager for Odeon Theatres (Canada); Ben Geldsaler, chief buyer and booker for Famous Players; Mickey Stevenson, Canadian general manager for Paramount, and Bob Myers, head booker for Odeon Theatres (Canada).



JACKSONVILLE, Florida - In the column of news from the Paramount branch here on Page 6, there is a report on the clever and effective displays originated by Mrs. Fay Weaver and built around film titles. Chief point of the displays is that the title of the film involved has to be guessed by visiting exhibitors. One of the displays is pictured above. The film involved is the wholly delightful "Promise Her Anything."

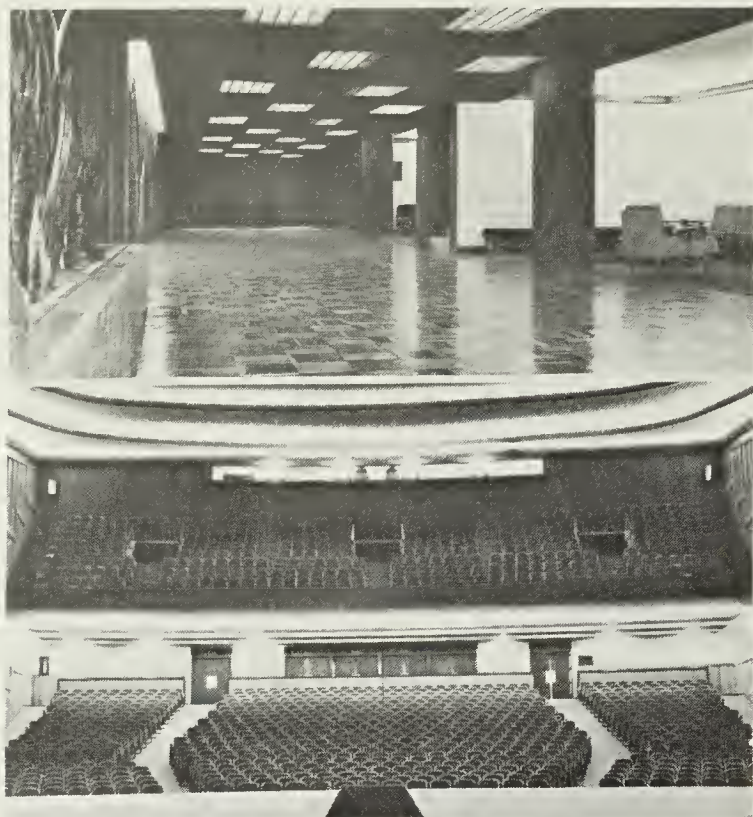


HOLLYWOOD - Joseph E. Levine, flanked by the producer and director of "The Oscar" -- Clarence Greene, left, and Russell Rouse -- at the Egyptian Theatre premiere of the film.

A girl applying for a stenographer's job was given a test in spelling.

"How do you spell 'Mississippi'?" asked the examiner.

"The river?" she asked, after pondering the question for a moment, "or the state?"



MANIZALES, Colombia - Two glimpses of the magnificent new cinema - Los Fundadores - which has just opened here with "Circus World" as the premiere attraction. Built as the very last word in modernity - and certainly one of the premier cinemas of all of Latin America - Los Fundadores seats 1324 persons in the ultimate of comfort, with every patron guaranteed perfect vision and perfect hearing. According to Paramount manager Victor Cortes, the theatre is equipped with 70 mm projectors and every other modern touch making for patron luxury and perfect projection.

DUFF C. NEWMAN, of Greenfield, Indiana, who retired a couple of years ago from the Paramount sales force, but who earnestly requested to be kept on the Paramount World mailing list, sent us a Cincinnati clipping on Mr. Zukor, and also said:

"Thanks for continuing the Paramount World. After 40 years service with Paramount one likes to know what is going on and the progress made.... Please continue to send Paramount World. It is the best. Give my regards to Hugh Owen and Arthur Dunne."

"Red Line 7000" Completely Blanketed Bangkok's Paramount



BANGKOK, Thailand - Above at left is the extent to which the Paramount Theatre here ordinarily covers the front of the house with a showmanship display. But at top right is the same area put to work in behalf of "Red Line 7000." And Paramount manager Chana Chaikijkarana, through Far East division manager Svend A. Henriksen, reports that the How-



ard Hawks thriller did superbly at the Paramount's box-office.

O B I T U A R Y

ETHEL BERGER

ETHEL BERGER, secretary to Dick Stone, professional manager at Famous Music Corporation (a Paramount subsidiary), died February 14 in New York. She had been with the publishing company for 33 years, of which twenty-one were spent in the firm's Chicago office and twelve in New York.

She was the sister of the late Milton Berger, an executive at the William Morris Agency. Aside from her secretarial work, Miss Berger was a pianist and accompanist. She rehearsed many top singers.



TORONTO, Canada - Among the invited guests from exhibitors, press, radio, television, magazines and group sales contacts attending a special screening of "The Ten Commandments" at the Hollywood Theatre were, left to right, Mickey Stevenson, Canadian general manager for Paramount; Frank Kowalski of the Ethic Press; Alex Reynolds, critic and interviewer for Radio Station CKPC, and Ed Lawson, promotion manager of Quality Records who distribute Dot Records in Canada.

J London's Daily Cinema summed
U up Sophia Loren in JUDITH by
D saying: "Emotionally powerful
I tale of a woman's vengeance, set
T against a background of racial,
H political and personal conflict
and dynamically dominated by
Sophia Loren...Excellent popular
box-office bet, with exploitable
star who could sell ice-cream to
Eskimos....."

"THE TEN COMMANDMENTS" RETURNS



CHICAGO - Interesting cross-section of attendees at the pre-engagement presentation of "The Ten Commandments" at the Esquire Theatre here on the morning of February 19th. Handing out the programs is Paramount merchandising representative Dick Taylor.

A 4-page Student Study Guide on Cecil B. DeMille's "The Ten Commandments" has been prepared by Paramount in conjunction with the return of the epic spectacle in the U.S. and Canada this Easter.

Prepared by Dr. Howard L. Hurwitz, prominent educator and editor, the "Ten Commandments" guide outlines 32 classroom projects and assignments, and facilitates discussion of the film both before and after viewing by students.

RODGERS & HAMMERSTEIN'S
ROBERT WISE
Production
THE SOUND OF MUSIC MAT. EVE.
ALL SEATS RESERVED
NAME _____
DATE _____
ROW _____ SEATS _____
TODD A.O. COLOR BY DE LUXE
MADISON THEATRE Mats. Wed., Sat. & Sun. 2:00 P.M.
at Grand Circus Pl., Det. 26. Evenings at 8:00 P.M.
WO. 3-4000 Sun. Eve. at 7:00 P.M.

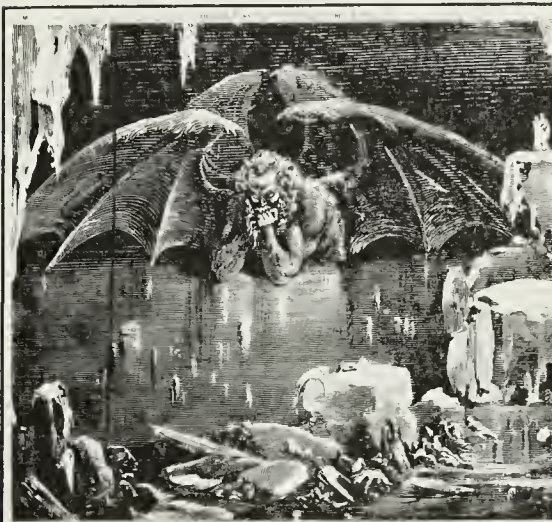
Coming to the
PALMS THEATRE
on March 30th
CECIL B. DEMILLE'S
PRODUCTION
**THE TEN
COMMANDMENTS**
VISTAVISION TECHNICOLOR
Continuous Performances • Popular Prices

DETROIT, Michigan - One plug for two great films. When the Madison Theatre sold its 'hard' tickets for "The Sound of Music," the other side of the envelope was a solid plug for "The Ten Commandments," due at the Palms Theatre on March 30th. This 'operation' began a full 6 weeks in advance of the opening day of the DeMille epic.

LEFT

This promotional full-page advertisement for Life Magazine in The New York Times is proof that when Life wishes to express true greatness in creation, the name and accomplishments of Cecil B. DeMille come instinctively to mind — as in the very first line of the advertisement's copy.

It is noteworthy, too, that this recognition comes again to the fore at a time when "The Ten Commandments" is about to return to the North American scene and to tens of millions of new viewers.



"It is as though a supreme artist were to create a super-DeMille epic in which all of the hundreds of roles were fully rounded—in which were judged and explored, Cain, Caligula, Thomas Aquinas, Homer, Lyndon Johnson, Prometheus, Oscar Wilde, Adam Clayton Powell, Carrie Nation, Elizabeth Taylor, Richard Burton, George Washington, Madgar Evers, Sheriff Jim Clark, William Scranton, John Wilkes Booth, Josef Stalin, Pope Pius XII and Joseph R. McCarthy—not necessarily in that order."

The work as described by LIFE this week is *David the Divine Coward*. On this, the seven hundredth anniversary of David's death, a 22-page LIFE report studies the Florence who told Italians how to fall, Europeans how to write poetry and Christians how to get to Heaven. The report includes nine full-color pages and a lively evaluation of the poet's life and work by Associate Editor Frank Klapalek.

There's another major article in LIFE this week. John A. Irving's perspective study of the conflicts and achievements of the Ecumenical Council.

In fact, as people are discovering, LIFE has great writing every week. In recent issues you've read Arthur M. Schlesinger Jr. and Theodore White on President John F. Kennedy; Barry Farrel's moving story about Parnassus; and, just two weeks ago, James M. Smith's stark report, *The Doctor*.

LIFE's realm is the whole of human experience. To record through writing the picture and with incisive words what people say, think and do. Every week LIFE offers an endless adventure into the world of events and ideas. And every week this adventure creates a lasting impression on an audience of 32 million thoughtful readers.

LIFE

The Magic Voice of "C.B."

A special recording of Cecil B. DeMille's famous address on "Why I Made 'The Ten Commandments'" has been serviced to leading radio stations throughout the U.S. and Canada in advance of Easter openings of the Paramount release in 20 key cities.

Running 25 minutes on an LP record, the address was first delivered by DeMille prior to the world premiere of "The Ten Commandments" in New York. So many requests were received for copies of the address that it was later reprinted in a special brochure, thousands of copies of which were distributed throughout the world.

Max Balaban.....

has been appointed assistant to Phil Isaacs, national sales coordinator for Cecil B. DeMille's "The Ten Commandments," it is announced by Paramount Pictures' General Sales Manager Charles Boasberg.

In his new post, Balaban will assist Isaacs in all phases of sales activities for the epic spectacle, which is one of Paramount's most important releases in 1966.

Balaban has held a number of key posts in Paramount's domestic distribution organization, both in sales and advertising-publicity. He is a graduate of New York University.

U.S.-Canada Openings

The first opening of "The Ten Commandments" will be at the Roosevelt Theatre, Chicago, on March 25th. March 30th openings are set for the Astor, Boston; Buffalo in Buffalo; Palms, Detroit; Warner, Milwaukee; Whalley, New Haven; Stanton, Philadelphia; Warner, Pittsburgh; Palace, Washington; Roxy, Atlanta; Imperial, Toronto; Capitol, Montreal; Strand, Vancouver; Southeast, Salt Lake City.

"The Ten Commandments" opens April 1 at the Royal, Honolulu, and on April 6th at the Allen, Cleveland; Paramount, Denver; Town, Baltimore; Bowman, Tulsa; and the Plaza, Oklahoma City.

Powerful
Enthusiasm
Made
Manifest
By the
Paramount-
eers of

JAPAN
INDIA
HONGKONG
PHILIPPINES
TAIWAN
THAILAND
VIETNAM
MALAYSIA
PAKISTAN

Second in
A series
Of Four
Inter-
national
Sales
Conventions



Hongkong Airport arrival.
L to R: H.S.Moh, Y.W.Wong, A.S. Velasquez, S.Hatano, Paul Yui, (Gen. Mgr. Cathay-Hongkong Ltd); Mrs. C.H.Liang, Andrew T. Fan, John Liang (Gen. Mgr. Hollywood Theatre); L.Chan (Asst.Mgr. Cathay-H.K.); J.E.Perkins, Yuan Kao, Julian G. Binstock, C.H. Liang (Mng.Dir.King's Theatre); Mrs.J.E.Perkins, Guenter Schack, two starlets of Cathay Organisation, W.S.Vaidyanathan (partly hidden), Mrs. H.S.Moh, Svend A. Henriksen, Mrs. Paul Yui.



Delegates in front of the Mandarin Hotel, convention headquarters. L to R: Messrs Komaki, Fan, Javier, Vaidyanathan, Schack, Perkins, Henriksen, Kao, Binstock, Moh, Chaikijkarana, Velasquez, Hatano, Miss F.Collaco (Mr. Henriksen's secretary) and Wong.



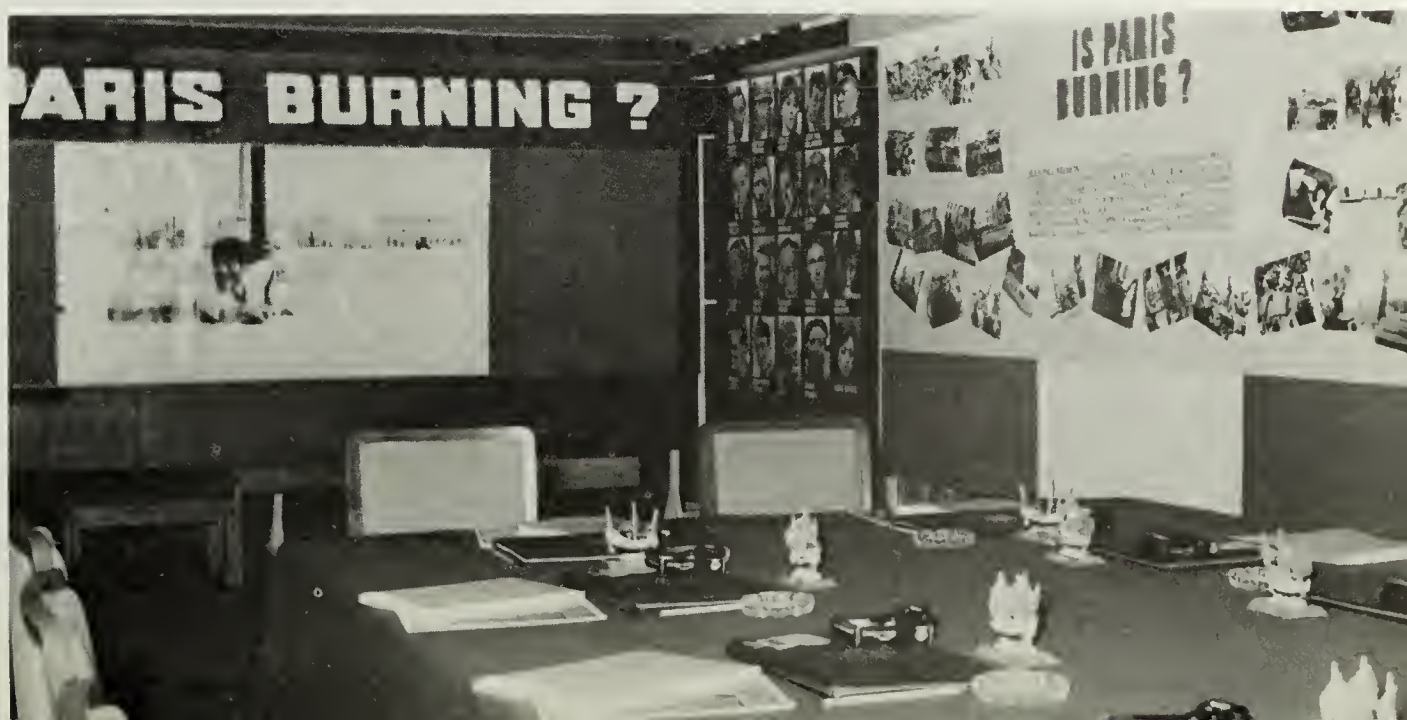
Comprising a most interesting, genial Hongkong quartette are, from left: Eric Hotung, Director of the Princess Theatre; Run Run Shaw, motion picture industrialist; S.A. Henriksen and James E. Perkins.



HONGKONG - Interesting shot of Mr. J.E. Perkins, left, and Hongkong manager H. S. Moh hearing at first hand from Nancy Kwan about "My Last Duchess," the Tony Curtis picture in which she also co-stars. (Note that she is backgrounded by display for this picture).



Assembled delegates in meeting. Clockwise from lower left: Messrs. Kao, Komaki, Binstock, Hatano, Vaidyanathan, Fan, Wong, Miss Collaco, Messrs. Moh, Henriksen, Perkins, Schack, Chaik-ijkarana, Javier, Velasquez.



A view of the meeting hall facing in the opposite direction, and with emphasis on "Is Paris Burning?" Note the miniature Chinese junks as place markers.

HOME OFFICE NEWS ITEMS

The Paramount bowlers are the ones who really get the best of it when it comes to personal company news, for Bob McKeown keeps them extraordinarily well informed with a weekly budget of news which blends advice, comments and techniques. Also the information that Paramount has many bowlers of top league proficiency.

Every once in a while we have to say adieu to someone we've gotten to like and admire a lot. It was this way on March 4th when just about everybody on the 11th floor gathered to farewell Vivian Robinson as he left to return to Kingston, Jamaica, West Indies, where he'll teach at the Jamaica School of Agriculture. He had come to New York to secure his Master's Degree in Agriculture at Cornell, and he also attended the famous agriculture university of Rutgers, New Jersey. He will be accompanied to



Jamaica by his wife, Barbara, a registered nurse, to whom he has been married for 6½ years.

Robinson is shown above with members of the eleventh floor. Charles McMains is presenting him with a wallet containing One Hundred Dollars as a token of esteem. Those recognized in the picture, reading from the left, are: Millie Harari, Harriett Miller, Audrey Finkelstein, Rhea Smith, Paul Kay, Mike Phillips, Herman Arsham, Charles McMains, Gino Campagnola, Frances Hessel, Vivian Robinson, Charlie Urling, Dick Walsh, James Lee, Ronald Rotondo, Frank Ebel, Joe Davis, Adolphus Harriot, Ruth Kirshenberg, Rhoda Shulman, Mario Ghio, Helen Coleman, Alice Zanit, Cathy Festa, Paula Serino, Sara Lyons.

NEW YORK - Electronic progress is so speedy these days that even experts have to periodically "go back to technical school." Home Office now has IBM electric typewriters so generally that typewriter specialist Harold Hill (arrow) recently took the IBM 'refresher course' of some weeks.

Paramount's Art Appreciation Program



Paramount's Medical Department, under the inspired direction of Charge Nurse Mrs. Sally Kreger, herself an artist, has done great service in focussing attention on those members of the Home Office staff who have particular artistic abilities. Shown here with Mrs. Kreger is Rose Sarfaty, secretary to Benjamin Fincke, together with some beautiful examples of her skilled needlework.



Versatile and talented Efton Masters, of Paramount International's shipping and despatch department, who paints, draws, sculpts and photographs, has the help of Dr. Warshaw's medical secretary, Rosalie Signorelli in displaying his fine and wide range of exhibits.





LONDON - World famous British actress, Dame Edith Evans, was among the attendees at the premiere of "The Spy Who Came In From The Cold" at the Plaza Theatre.



HOLLYWOOD - Broderick Crawford and Eleanor Parker - two of the principals of "The Oscar" - chatting in the lobby of the Egyptian Theatre on the evening of the film's highly successful premiere.



HOLLYWOOD - Robert Stack and Mrs. Stack are introduced by Army Archerd at the Egyptian Theatre premiere of "The Oscar." Mr. Stack has a co-starring role in Paramount's vast and wonderful production, "Is Paris Burning?"

U.S.A.-Cornel Wilde is doing a grand job touring the country in behalf of "The Naked Prey" -- but not as pictured here in the exciting film's starring role.

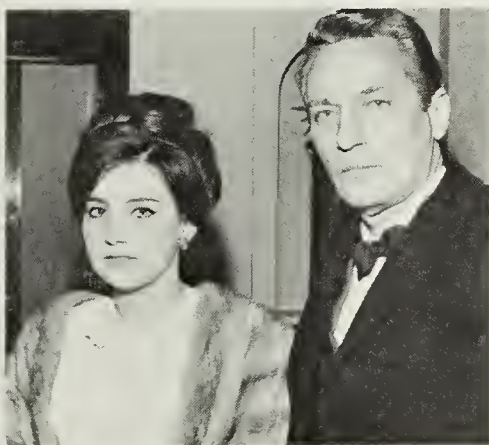


LONDON - Mr. and Mrs. William Cartlidge, of the ABC Circuit, attending the premiere of "Judith" at the Plaza.

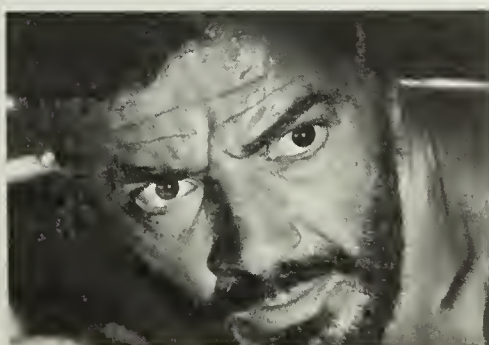
INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HONGKONG - Paramount International president James E. Perkins, centre, and Svend A. Henriksen, right, chatting at Paramount Sales Convention's cocktail party with Commander R.S. Barry, R.N. (retired), Chief Film Censor of Hongkong.



LONDON - Peter Finch, co-star of "Judith," with his daughter Anita at the premiere of the picture at the Plaza Theatre.



HOLLYWOOD - Latin American correspondent Othon Castillo on the set of "The Swinger" with the film's star, Ann-Margret.



LONDON - Here is the 'new' Suzanna Leigh (she co-stars in "Boeing Boeing" and "Paradise, Hawaiian Style") as she appeared at the Plaza Theatre premiere of the Sophia Loren starring film, "Judith."

Diahann Carroll and Roger Smith have been signed by Otto Preminger to join Michael Caine as stars of his next film (for Paramount release), "Hurry Sundown." Filming commences June 1st.

NEW YORK - Charles Boasberg, left, and Ernie Sands, right, welcome Joe Ingber of the Brandt Circuit to the Victoria Theatre screening of the multi-reel production, "Paramount 1966 - Year of the Harvest."



LONDON - In announcing the nominations for the British Film Academy's 1965 awards for top performances, Patricia Neal (shown here with John Wayne) was named one of the five best foreign actresses for her performance in "In Harm's Way." The winners of the awards will be named March 23rd.



LONDON - "Judith" producer Kurt Unger, at left, attending the premiere of his highly successful production at the Plaza Theatre, is shown with Paramount general sales manager Peter Reed.



LONDON - Attending the Plaza Theatre premiere of the Sophia Loren starring film, "Judith," were the international financier and philanthropist Mr. Nubar Gulbenkian and Mrs. Gulbenkian.





HOLLYWOOD - The interviewer, who is also the chess player, is Mr. Kamal El Mallakh. He is one of the leading journalists of the Middle East, writing principally for Cairo's daily, Al Ahram. In addition to journalism, he is currently lecturing on the Cinema in the Middle East at various colleges and universities in California. At left, he is talking with James Caan, co-star of Howard Hawks' "Eldorado." In the chess game his opponent is John Wayne, top co-star of the same picture. (The onlooker is a stunned-into-silence property man).

ANCHE LA RIUNIONE IN ESTREMO ORIENTE SI E' SVOLTA TRA L'ENTUSIASMO GENERALE

L'atmosfera di entusiasmo del Convegno di Parigi descritto in dettagli il mese scorso si è splendidamente rinnovata in quello di Hong-Kong durato tre giorni dal 17 febbraio. Nel corso di detta riunione, presieduta dal Direttore Divisionale dell'Estremo Oriente, Svend A. Henriksen, alla quale hanno anche assistito il Presidente della Paramount International James E. Perkins e il Direttore della Pubblicità Guenter Schack, i paramountisti del vasto territorio che si estende dal Giappone all'India hanno avuto agio di vedere, udire e constatare che, per quanto grande sia oggi la Paramount, essa ha dinanzi a sé un avvenire ancora più grande.

Da parte nostra ci auguriamo sinceramente che queste pagine riflettano l'ottimo lavoro svolto dal direttore di Hong-Kong, H.S. Moh, e suoi collaboratori per far sì che la riunione dell'Estremo Oriente riuscisse un evento veramente memorabile per tutti coloro che vi hanno partecipato. Il prossimo Convegno avrà luogo a Sidney dove si riuniranno le forze Paramount sia d'Australia che di Nuova Zelanda, ma dato che esso si svolgerà proprio quando il presente numero di Paramount World sarà pronto per andare in stampa, non potremo che darvene particolari nel volume d'Aprile. Per lo stesso motivo dovremo rimandarvi al numero di Maggio per il resoconto sulla riunione d'America Latina che si terrà al principio d'Aprile. Sicché ci sarà un totale di ben cinque numeri consecrati alle sempre crescente grandezza della Paramount.

Di mese in mese, come noterete, non perdiamo di vista la meraviglia che sarà quello che possiamo realmente considerare il più grande film Paramount dell'ultimo decennio, cioè IS PARIS BURNING? Questa volta, nelle pagine speciali che dedichiamo a questa pellicola, rendiamo nuovamente omaggio al suo regista, il famoso

René Clément, il quale ha così magistralmente portato sullo schermo questa epica storia. Durante la sua carriera, Clément ha creato un notevole numero di splendidi lavori, ma il nostro IS PARIS BURNING? sorpasserà tutti gli altri e gli riserverà un posto d'onore nella categoria dei grandi maestri della regia cinematografica.

Facendo eco all'annuncio dello scorso mese, è con immenso piacere che vi riportiamo l'ondata di gioia destata dalla nomina di Henri Michaud a vice-presidente della Paramount International Films. Durante tutta la sua carriera Paramount il sig. Michaud ha saputo conquistarsi l'affetto, stima e ammirazione, non soltanto di tutti i suoi collaboratori in seno alla ditta, ma anche quella di qualsiasi individuo con cui egli abbia avuto agio di trattare sia nei ranghi governativi che nel mondo degli affari.

Il nostro Studio, come noterete anche in questo numero, continua a lanciarci telegrammi entusiastici quando un nuovo film sembra recchiudere tutti gli elementi per piacere al pubblico. Ci riferiamo in modo particolare alla soddisfazione con cui Howard Koch descrive come sia riuscita bene la produzione di Howard Hawks, ELDORADO, e quelle magnifiche idee sia state quelle di abbinare due artisti delle forze e bravura di John Wayne e Robert Mitchum.

Sebbene il personale della Paramount International non sarà attivamente impegnato nel ritorno di I DIECI COMANDAMENTI che tra parecchio tempo, cioè nel 1967, desideriamo richiamare la vostra attenzione su uno specifico dataggio messo in luce in occasione del ritorno di questo film sugli schermi degli Stati Uniti e Canada. Si tratta appunto della parola "ritorno", obbligatorie quando d'ora innanzi si vorrà alludere alla presentazione di queste famose pellicole. Ad esse, non ci si deve riferire come ad una "ripresa" ma solo e assolutamente come a "Il ritorno di I DIECI COMANDAMENTI". Del resto, ciò vi sarà ampiamente illustrato in ogni direttiva che riceverete da Milton Goldstein al momento culminante del lavoro da svolgere su I DIECI COMANDAMENTI in modo degno di questa produzione di Cecil B. DeMille, la cui bellezza rimarrà eterna.

NEW YORK - Facing the 10th floor elevator entrance to Paramount International's headquarters is this magnificent illuminated showcase, at present displaying this colored 48 inch by 60 inch glass slide for "Judith." The effect upon visitors is dazzling indeed. Display was introduced by Guenter Schack, who plans to keep the show completely up to date with the wonderful array of product we now have.



HOLLYWOOD - Saverio Lomedico, representing Italy's celebrated Oggi, on the set of "The Swinger" with the film's star, Ann-Margaret.....



.....and here is Italy's Miro Brunnetti ('Epoca') also on the same set with the same talented star.

If you feel neglected, think of Whistler's father.

HOLLYWOOD HIGHLIGHTS

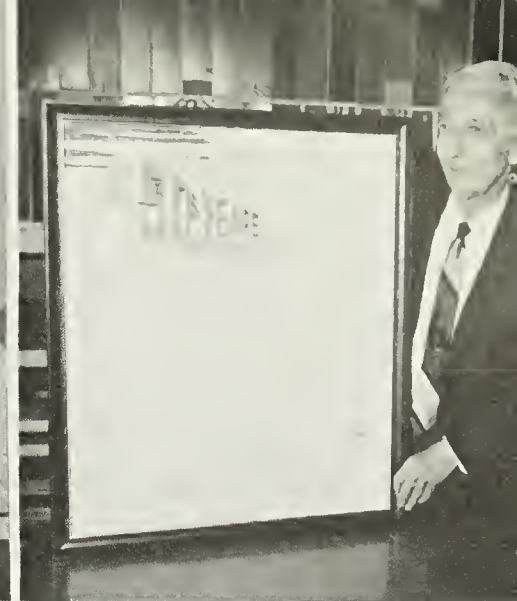


Lorne Green, top star of the internationally popular television series, "Bonanza," plays host on the set to Mr. and Mrs. Martin Schank. Mr. Schank is Paramount's manager of Branch Operations, and "Bonanza" has been regularly produced in the Paramount Studio for the past several years.



Henry B. Gordon (at left), Latin American division manager, with the talented director of "The Slender Thread" and "This Property Is Condemned" - Sydney Pollack.

Dazzling Jane Russell as she appeared during the making of her second A.C. Lyles production for Paramount release. That's Mr. Lyles at left, and leading man and co-star Howard Keel at right. The picture: WACO, a big name in the big state of Texas.



Billy Woodland, with his wonderful golf going-away gift, is congratulated on his half-century of Paramount service by Kenny Ahlburg (r), head of the studio paint department.

Victor Caccialanza, second from left, head of the Paramount Studio Staff Department, being honored by co-workers as he retires after 45 years of studio service. With him, L to R: Jerry Cook, Technical Superintendent; Walter Grace, Asst. Construction Supt.; Bill Sapp, Head of Special Effects; Howell Lankford, Head Transportation Dept. At right is William Henry "Billy" Woodland, Studio Paint Foreman, who has retired after almost 51 years.

TWO LONG-SERVICE PARAMOUNT GENTLEMEN RETIRE } } } } } }

This past January, two sturdy Paramounteers in the studio retired after many years of wonderful service. They were William Henry Woodland, Studio paint foreman, who had rounded out almost 51 years; and Victor Caccialanza, head of Staff Department, with 45 service years.

"Willy" Woodland had worked on virtually every Paramount picture made in Hollywood since 1915 - approximately 1,000 films. He started when the Paramount lot was at Vine and Selma in 1915 as a carpenter-laborer-mill handyman at \$12 per week. Christmas came 3 months after he started and he was given a Christmas wallet with three \$5 gold pieces inside. This so impressed him that he stayed on for another fifty years. He worked on the original Cecil B. DeMille production of "The Ten Commandments," and his final film before retiring was "The Swinger," on the set of which he cut his 50-year cake. Our report on him closed on this note: "Willy's faithfulness never dwindled, even up to his last day of employment, and he leaves with the respect of everyone at Paramount."

Victor Caccialanza, who began at the studio in 1920, started as a shophand at \$7 a day. Prior to that, he had helped in the building of Grauman's Million Dollar Theatre in downtown Los Angeles, which opened in 1917. In his 45 Paramount years he served the industry in many ways. For ten years, ending in 1959, he served on the Foreign Film Committee of the Academy of Motion Picture Arts and Sciences, judging foreign films for Academy Awards. He himself won an Academy Award in 1949 for technical achievement. He spoke Italian fluently and was called upon many times for translations. Our informant added: "His devotion to his trade will be missed by Paramount and this true gentleman will never be forgotten by his many friends."

One of Marty Allen's best jokes is a real 'gasser' so far as Howard W. Koch and Nancy Sinatra are concerned. Occasion was a dinner party given by Mr. and Mrs. Koch in honor of Michael Caine, star of Paramount's ace comedy, "Alfie."





BARCELONA - The audiences at the Montecarlo Cinema here appear to have a great liking for Jerry Lewis. Here are two shots of the theatre, one during the engagement of "Cinderella," the other during the run of "The Sad Sack."

CLIMA DE GRAN ENTUSIASMO EN LA CONVENCION DEL LEJANO ORIENTE

El clima de entusiasmo que se respiró en la Convención de París, descrito detalladamente el pasado mes, se ha mantenido de una forma magnífica en Hong Kong, donde esta conferencia de tres días de duración se inauguró el 17 de Febrero. Presidida por el director de la División del Lejano Oriente, S.A. Henriksen y con la asistencia del Presidente de Paramount International James E. Perkins y del Director de Publicidad y Propaganda Guenter Schack de Nueva York, la reunión de Paramountistas del gigantesco arco que se extiende desde el Japón a la India, vio, oyó y demostró que, por grande que sea actualmente Paramount, ante nuestra Compañía se abren unas perspectivas todavía mayores.

Creemos sinceramente que nuestras páginas reflejan la magnífica labor de nuestro director H.S. Moh y de todos cuantos estuvieron a su lado para lograr que la Conferencia del Lejano Oriente fuera un acto verdaderamente memorable para los asistentes a la misma. La próxima Convención se celebrará en Sidney, a la que se incorporarán las fuerzas de Paramount de Australia y Nueva Zelanda. Puesto que se estará celebrando aproximadamente cuando la presente edición entre en máquina, sus detalles darán vida a nuestro número de Abril. Luego seguirá la reunión de la América Latina a principios de Abril y la información que de ella se desprenda será lo más notable del número de Mayo. Así es que tendremos cinco números consecutivos dedicados a la progresiva grandeza de Paramount.



HOLLYWOOD - With Ann-Margret on the set of "The Swinger" is Hilda Ulloa, film correspondent of the Spanish publication 'Sigma.' Occasion was the Paramount luncheon for international press personnel to meet the star and director of the film.

LIMA, Peru - Advance campaign for Allen and Rossi is well under way in this territory. This display for them was in the massive lounge of the Tacna Theatre, and a similar one was in the Pacific Theatre.



En el transcurso del tiempo nuestra fé se afianzará cada vez más en lo que es sin lugar a dudas la más gigantesca película Paramount de los últimos diez años: "¿Arde París?". En la presente edición, en la página especial dedicada a esta película, reiteramos nuestro tributo al director René Clement, que plasmó en la pantalla esta historia épica. El señor Clement ha hecho cierto número de películas durante el transcurso de su carrera como director, pero la que resplandecerá por encima de todas y le elevará al pináculo de la fama del mundo cinematográfico será indiscutiblemente "¿Arde París?".

Cual eco del anuncio efectuado en la edición del pasado mes nos embarga un gran placer al informarles de la satisfacción que ha causado el nombramiento de Henri Michaud como Vicepresidente de Paramount International Films. A lo largo de su carrera en Paramount, M. Michaud se ha granjeado la popularidad, la estimación y consideración de todos cuantos han laborado con él como Paramountistas y de los que con él han tratado en diferentes categorías relacionadas con su cargo.

Continúa la lluvia de telegramas procedentes de los Estudios que hablan de la potencia de nuestra producción y en este mismo número tenemos algo más de esto. Llamamos su atención especialmente en la satisfacción que



LIMA, Peru - Two-way queues at the Tacna Theatre where "The Sons of Katie Elder" has proven to be a tip-tip-top success.

siente Mr. Howard Koch ante lo que promete la producción de Howard Hawks "Eldorado" y por lo estupendo que ha resultado la combinación de los talentos artísticos de John Wayne y Robert Mitchum.

Aunque la vuelta del estreno de "Los Diez Mandamientos" no haya de interesar activamente a las fuerzas de Paramount International hasta el próximo año, 1967, deseamos llamarles la atención sobre algo que sobrevino en relación con la vuelta de esta película en los Estados Unidos y Canadá. Se trata de que la palabra "vuelta" es obligada en lo que concierne a la presentación de esta película. No ha de hablarse de ella como una "reposición" o "reestreno", sino estrictamente "la vuelta de Los Diez Mandamientos". Aún cuando aquí lo mencionamos, obsevarán Vdes. que quedará bien de manifiesto en cualesquiera instrucciones que Milton Goldstein emita cuando la actividad relacionada con "Los Diez Mandamientos" alcance la cima que esta película de imperecedera magnificencia de Cecil B. de Mille exige.

AUSTRALIA & NEW ZEALAND

27

Thursday, January 27, 1966 THE AUSTRALASIAN EXHIBITOR Page 3

PARAMOUNT RACES AWAY TO HOLIDAY BOX-OFFICE LINE HONORS WITH ITS SENSATIONAL

RED LINE 7000

TECHNICOLOR

CAAN DEVON HIRE HOLT CRAWFORD HILL WARD ALDEN

HOWARD HAWKS GEORGE KIRGO NELSON RIDDLE

WINTER GARDEN THEATRE BRISBANE
Best Business in History of house
Top Hotel and Elvis Presley picture

PICCADILLY THEATRE PERTH
Within a whisker of Best Opening
Better than most

KINGS OCEAN CIRCUIT STONEY
Huge holiday picture, selling up to best holiday box office in metropolitan area
Entertainment value

CAPITOL THEATRE SYDNEY
Best Business in 10 years!
Best picture since previous

From **Paramount** Naturally

SYDNEY - Full page in the Australasian Exhibitor attesting to the national box-office triumph scored by "Red Line 7000." (Note the important, and appropriate, use of the Paramount Trade Mark).

Camer-ous Adventures Of "Moll Flanders"

PERTH - Channel-9 viewers who attended a special preview of "The Amorous Adventures of Moll Flanders" here later got a big surprise. Unknowingly, they took part in a local version of 'Candid Camera.'

The viewers attended the screening as a prize in a "Moll Flanders" promotion conducted over the station's "Roundabout" session, compered by Lloyd Lawson.

Television star, attractive blonde Ronnie Overton, donned a black wig and served in the Piccadilly Theatre's candy bar during a break in the screening. Unrecognized in her disguise, she asked patrons what they thought of the film while hidden camera and microphone recorded reactions.

This 'Candid Camera' segment of the preview was later shown on regular 'Roundabout' session, according to Vic Loffman, Paramount's West Australian sales representative.

BRISBANE - In connection with the premiere of "The Sons of Katie Elder" at the Wintergarden, a most effective 'mock' hold-up was staged by Radio Station 4BH's "Bronco" Bert Robertson. At top in the scenes at right, he has just arrived at the theatre. In lower left, he covers the lobby folks while his partners hold up the theatre's milk bar. The important scene in at lower right, when the whole episode is filmed for TV station QTQ9, thus letting all the TV fans know about "The Sons of Katie Elder."

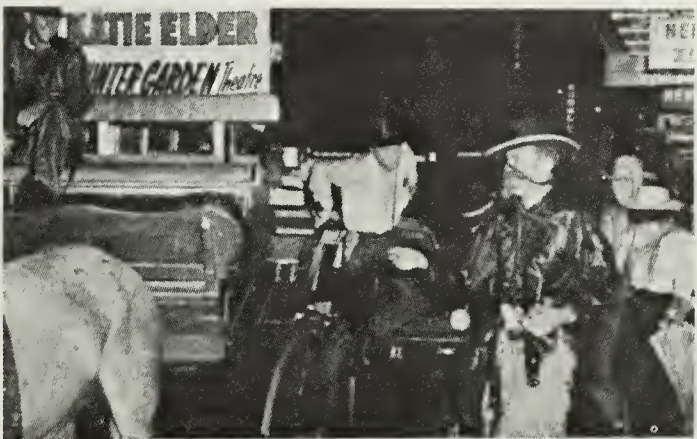


HOLLYWOOD - Among the members of the Hollywood Foreign Press Association attending the Paramount luncheon for Ann-Margret (star of "The Swinger"), and George Sidney, director of the picture, was Australia's Alan Hunter, representing Everybody's, and New Zealand's Mishel Green, representing Playdate. Hunter is at left. Detailed story of the luncheon is on Page 36.

Nice Compliment

SYDNEY - The Greater Union Organisation's brand new cinema, built to replace the historic Prince Edward, has been named the Paramount Cinema. It will be opened officially later this month and will be the home of first-release Paramount pictures in this city.

Paramount International president James E. Perkins will visit the cinema during his sales convention activities, and we will report this visit, and the opening ceremonies, next month.



ADELAIDE - This showmanship-wise city took the measure of success scored by "Red Line 7000" in other cities - and multiplied it. The pictorial evidence above attests to what the Majestic's Chic Arnold and his associates did so emphatically.

Top picture shows the "Red Line 7000" official car outside the Majestic Theatre, flanked by some of the 50 escorting Honda motor cycles.

Second picture shows Chic Arnold, Majestic manager; secretary Lois Hunter; driver Marshall Sargent, who appears in many of the film's sequences; and his chief mechanic, Roy Cranford.

Sargent also is in centre of third picture; and the fourth scene is a continuation of the motor cycle escort.

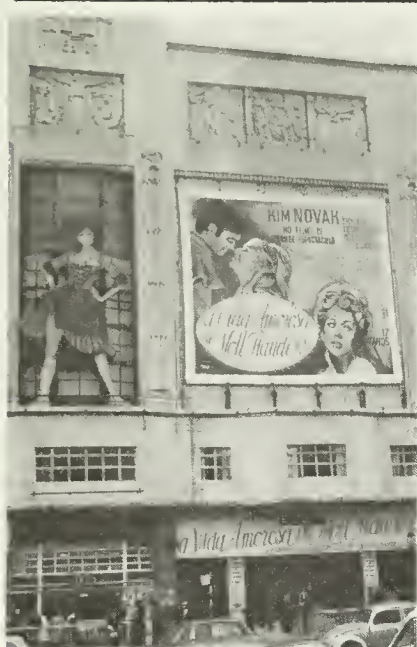
Virtually endless is the listing of spectacular showmanship stunts which gave Adelaide the greatest parade of ballyhoo has received in a decade.

And it all paid off magnificently: the Majestic Theatre registered the best opening and the best first week's business, topping such socko-successes as "Come Blow Your Horn," "Becket," "Zulu," "The Carpetbaggers" and many Elvis Presley record holders.

Managing Director Robert L. Graham had the right idea in Hollywood when he looked at the first rough cut of "Red Line 7000" and knew then and there that ace showmanship could turn into a smasheroo of roadshow dimensions.

For this is precisely what has happened!

MELBOURNE - In advance of the premiere of "In Harm's Way" at the Barclay, GTV-9's popular TV show, "Tonight" telecast a sequence from the Preminger film.



LISBON - Spectacular front of the Eden Cinema when the current attraction was "The Amorous Adventures of Moll Flanders."



RIO DE JANEIRO - Ann Smyrner, Danish film actress; John Herbert, Brazilian film actor; and Eva Vilma (in private life Mrs. John Herbert), on the stage of Cinema Scala assisting in the raffle of prizes the night of the premiere of "Becket."

RIO DE JANEIRO - Prior to the very successful release of "Becket", an Avant-Premiere was given at the Scala Cinema. The premiere was patronized by Mrs. Antonieta Diniz Castelo Branco (daughter of President Branco) and the Papal Nuncio. Lady Fry, wife of the British Ambassador, was one of the sponsors.

Our photo below of film notables show, from left to right: Adhemar Leite Cesar, Oswaldo Leite Rocha, Fred Sill, Hart Sprager (motion picture officer, U.S.A. Embassy) and Miss Ann Smyrner, Danish motion picture actress visiting Rio.

Paris Plugged It: Brazil Did It!

A lot of attention was given at the Paris Convention to the vital value of Re-Releases. There was iteration and re-iteration of the fact that Mr. Weltner constantly refers to the income from re-releases as 'Golden Money.'

It certainly is 'golden money' in the case of the Hitchcock thriller, "To Catch A Thief" in Brazil these days. Latin American division manager Henry B. Gordon reports that the Cary Grant-Grace Kelly film is playing day-and-date in São Paulo in the Paissandu and 8 other first run houses and "is doing better than many of the new pictures of any company."

A CONVENÇÃO DO ORIENTE DISTANTE MANTEVE A ALTA NOTA DE ENTUSIASMO

A atmosfera de entusiasmo que caracterizou a Convenção de Paris, e que descrevemos com amplos detalhes no mês passado, foi magnificamente mantida em Hong Kong, onde a convenção de 3-dias começou em 17 de fevereiro. Presidida pelo diretor divisional do Oriente Distante, S.A. Henriksen, e com a presença do presidente da Paramount International, James E. Perkins, e do diretor de publicidade-e-propaganda, Guenter Schack, ambos procedentes de Nova York, a Convenção reuniu paramounteses de uma área global que ia do Japão à Índia, tendo os mesmos visto, ouvido e comprovado que a Paramount, grande como já é hoje, tornar-se-á ainda bem maior com o material que tem à sua frente.

Acreditamos sinceramente que nossas páginas refletem o grande trabalho que o

gerente de Hong Kong, H.S. Moh, e todos os seus ajudantes tiveram para fazer de Convenção do Oriente Distante, um acontecimento memorável para todos os que nelas tomaram parte. A próxima Convenção será em Sidnei, incorporando as forças paramountesas da Austrália e Nova Zelândia. E como deverá ela estar em andamento quando esta edição estiver no prelo, os detalhes a seu respeito só aparecerão no nosso número de abril. Seguir-se-á depois a Convenção da América Latina, em fins de abril, devendo sair em maio a reportagem a seu respeito. Teremos assim cinco números consecutivos dedicados à sempre crescente grandeza da Paramount.

Os meses passam, mas nós nunca perdemos de vista, realmente, o mais grandioso filme da Paramount nestes últimos dez anos --PARIS ESTÁ EM CHAMAS? Este mês, numa página especial dedicada a este filme, novamente prestamos tributo ao seu diretor, René Clement, o realizado desta obra épica. Mr. Clement já fez um bom número de filmes primorosos, mas, o que ofuscará todos os demais, incluindo com letras brilhantes o seu nome na Galeria da Fama do Cinema, será indiscutivelmente PARIS ESTÁ EM CHAMAS?

Como um eco da divulgação que fizemos em nossa edição passada, surgiu um onda de comentários favoráveis à escolha de Henri Michaud para o posto de vice-presidente da Paramount International Films. Através de sua longa carreira na Paramount, o sr. Michaud conquistou popularidade, estima e admiração de todos os paramounteses que com ele trabalharam, e também com todos que com ele lidaram em setores governamentais e comerciais.

O fluxo de telegramas dos Estúdios, dando conta do poderio de entretenimento de nossos filmes, continua firme, conforme se pode constatar nesta edição. Chamamos a atenção de nossos leitores, em particular, para a alegria do sr. Howard Koch, no que diz respeito à maneira com que a produção de Howard Hawks, "ELDORADO", chegou ao seu final, coroando os esforços de uma maravilhosa dupla artística que se formou da fusão dos talentos de John Wayne e Robert Mitchum.

Embora a volta da apresentação de OS DEZ MANDAMENTOS não diga respeito às forças da Paramount International, até o próximo ano, de 1967, gostaríamos de chamar a atenção de nossos leitores para uma especificação particular em conexão com a volta deste filme, para apresentação nos Estados Unidos e Canadá. É o fato de que a palavra "volta" é imperativa em relação à apresentação deste filme. Ele não está sendo referido como uma "reprise" ou "representação", mas sim, precisamente, como "A volta de OS DEZ MANDAMENTOS". Embora estejamos mencionando aqui, vocês verificarão que esta frase figura em destaque em todas as diretrizes que Milton Goldstein vem tomando em relação com OS DEZ MANDAMENTOS, inclusive com as providências que esta cada vez maior produção de Cecil B. De Mille vem exigindo.

Elvis Presley Was #1

Chile manager Juan Laupheimer reports that the important Santiago newspaper El Diario Ilustrado recently ran a contest among its readers to select the most popular singers in Chile. Among stars of Paramount's forthcoming releases, were selected:

FIRST Place	- Elvis Presley
Third "	- George Maharis
Sixth "	- Frank Sinatra

Very helpful news for "Paradise, Hawaiian Style," "Sylvia" and "Assault On A Queen."



GLOWING NEWS FROM LATIN- AMERICA



BUENOS AIRES - Paramount's Argentine headquarters has just had a complete painting and re-furbishing job done on it and is now ready for the greatest product in the company's history. Particular attention was paid to the colored Trade Mark, a close-up of which is shown at top.



BOGOTA, Colombia - Important group at cocktail party for the premiere of "In Harm's Way" at the Cine Opera here. L to R: Julio Abril, President, Círculo de Periodistas de Bogotá; Col. Hykes, USMC, U.S. Naval Attaché; Dr. Carlos Santos, Círculo Periodistas; Paramount manager Víctor Cortés; Jaime Martínez, manager, Opera Theatre; Carlos Albán, Círculo Periodistas.

Paramount International Films' Latin American Sales Convention, fourth and final in the global series, will be held in Buenos Aires on April 27, 28, 28 with the Company's president, James E. Perkins in attendance.

It will be reported in our May issue.



BUENOS AIRES - This luncheon party represents a farewell to two fine Argentine Paramounters who recently married. Miss Adela Sorrentino, after 18 years with Paramount, became Mrs. Roberto Di Martino; Miss Maria Julia Ricci terminated seven years with Paramount by becoming Mrs. Alberto Marotta. Our cordial good wishes go to all four happy persons.

Shown at the luncheon, standing, from left: Luis Garcia, Osvaldo Gallardo, Miguel Brunetti, Haydee Trumpi, Margarita Gilpin, Héctor Blanco, Andrés Sanz, Luis Stagnaro, Vicente Mineo, Julio Costa, Ela Grieben, Ernesta L. Mucci, Luis Pérez Navas, Noé Lopez, Julio C. Turati, Enrique Cascino. Seated: Carlos Moreno, Alejandro Nuin, Adela Martí, Delia Granollers, Maria J. de Marotta, Adela S. de Di Martino, Olinda Fernández, Susana L. Laveglia and Alberto Pazos.

BUENOS AIRES * The Business on "A Boy Ten Feet Tall" measured up to this superb Normandie Cinema display.



BOGOTA, Colombia - "In Harm's Way" dominated the postering scene here when the Otto Preminger navy drama was a resounding hit at the Cine Opera. Picture did seven record-smashing weeks at this theatre and has duplicated this success everywhere throughout Colombia, achieving figures (according to Paramount manager Víctor Cortés) matched only by "Becket" and "The Carpetbaggers." At the end of January, "In Harm's Way" moved over from the Opera to the Faenza and Imperio theatres, and in both instances has broken the theatre's all-time record.



HOLLYWOOD - Admiral Jorge Lang Islas, Commanding General of the Mexican Navy, was a recent visitor to Paramount Studio, accompanied by three of his aides and two United States naval officers. The party lunched in the Commissary, toured the studio's facilities and visited the set of "The Last of the Secret Agents?" Shown above are, from left: LCDR Fourzan Horacio; Vice Admiral Jorge Lang Islas; Marty Allen; Mrs. Lang; CDR Vidal Preciado Ruiz; LCDR Robert Leopold, U.S.N.



FERN-OST CONVENTION -- IM ZEICHEN GROSSER BEGEISTERUNG

Die große Begeisterung bei der Pariser Convention, die bereits ausführlich im letzten Monat erläutert wurde, setzte sich auch auf der drei-Tage-Besprechung in Hongkong fort. Unter Vorsitz des Fern-Ost Managers S.A. Henriksen begannen die Besprechungen am 17. Februar 1966 unter Teilnahme des Paramount International Präsidenten James E. Perkins und Presse-Direktors Guenther Schack aus New York. Die Versammlung der Paramount Mitarbeiter von Japan bis Indien ist wieder einmal der Beweis für die Größe unserer Gesellschaft und deren weiteres Anwachsen.

Wir hoffen, daß die Spalten dieser Ausgabe die besondere Arbeit des Hongkong Managers H.S. Moh, und aller die ihn tatkräftig unterstützten, entsprechend widerspiegeln, denn für alle Teilnehmer war diese Fern-Ost-Konferenz reich an besonderen Erinnerungen. Die nächste Versammlung findet in Sydney statt, und wird die Paramount-Mitarbeiter von Australien und New Sealand zusammenführen. Die Einzelheiten der Australien-Konferenz werden Thema unserer April-Ausgabe sein. Weitere Besprechungen folgen in Süd Amerika Anfang April, und deren Berichte werden in der Mai-Ausgabe veröffentlicht. Somit wird in fünf aufeinanderfolgenden Ausgaben über die Aktivität der Paramount eingehend berichtet.

Mit Fortschreiten des Jahres dürfen wir einen unserer größten Paramount Filme in den letzten zehn Jahren, "BRENNT PARIS?", nicht aus den Augen verlieren. In diesem Monat wird eine besondere Seite diesem Film gewidmet. Gleichzeitig bedanken wir uns bei dem Regisseur René Clement, der diese dramatische Geschichte auf die Leinwand

HOLLYWOOD - Two noted German film correspondents were at Paramount's studio luncheon introducing Ann-Margret to the international press. At left, on the set of the star's "The Swinger," Bert Reisfeld ('Die Welt') is with the star and George Sidney, director of the picture. At right, the smiling newspaperman is Frederick Porges, representing 'Berliner Morgenpost.'



Jane Russell watches in anguish as Dana Andrews 'shoots it out' with a man she doesn't want hurt, in "Johnny Reno." And she doesn't want the man Andrews is playing hurt, either.



HOLLYWOOD - On the set of "The Swinger," the film's star, Ann-Margret, tells Karl Dahlfeld of Germany's "Bravo," something of the making of the fast-moving comedy.

If you look forward to Monday more than you do Friday, you're in danger of becoming successful.



A rifle, a pistol and a lot of imbibed 'firewater' have gotten Robert Mitchum to the point, in the Howard Hawks production, "Eldorado," of having himself go through hell in order to prove himself a hero. In the background is John Wayne - Mitchum's boyhood friend - scared as all get-out at what is about to happen to his pal. It all makes for rip-roarin' film stuff!

bannte. Mr. Clement schuf mehrere große Filme während seiner Regisseur-Laufbahn, doch "BRENNT PARIS?" wird alle bisherigen weit übertreffen.

Zu unserer großen Freude stellen wir fest, daß der Bericht in unserer letzten Ausgabe, über die Ernennung Henry Michaud's zum Vize-Präsidenten der Paramount International, sehr großes Echo und gewaltige Beachtung gefunden hat. Während seiner Karriere bei Paramount erfreute sich Mr. Michaud größter Beliebtheit, und seine Mitarbeiter und Geschäftspartner lernten ihn schätzen und achten.

Der Eingang von Telegrammen von den Studios über den Stand der Produktionen hält an, so daß wir auch in dieser Ausgabe darüber berichten. Wir weisen besonders auf die Genugtuung von Howard Koch hin, die er über den Ausgang der Arbeiten der Howard Hawks Produktion "ELDORADO" empfand, in der besonders die gute Zusammenarbeit von John Wayne und Robert Mitchum hervortrat.

Die Wiederkehr des Filmes "DIE ZEHN GEBOTE" wird erst 1967 die Mitarbeiter von Paramount International beschäftigen. In diesem Zusammenhang sei besonders erwähnt, daß das Wort "Wiederkehr" gegenüber den Worten "Wiederaufführung" oder "Wiederverleih" beim Einsatz dieser Paramount Groß-Produktion in den U.S.A. und Kanada gebraucht werden soll. Obwohl wir dies hier noch einmal ausführlich betonen, sei doch erwähnt, daß alle Meldungen von Milton Goldstein herausgegeben werden, die die Cecil B. De-Mille Produktion "DIE ZEHN GEBOTE" auf dem Höhepunkt ihrer Wiederkehr betreffen.

NEWS OF THE PARAMOUNT SUBSIDIARIES



DAVE L. DUNKLE

Paramount has re-activated Portland, Oregon, as a full-time branch city, effective Monday, February 28th last.

David L. (Dave) Dunkle, formerly sales representative there, has been appointed Portland branch manager.

Dave joined Paramount in Portland in 1946 as assistant shipper. Then became booker, office manager and salesman. In 1956 he left the film industry for a brief period. He was with 20th-Fox for a few years and rejoined Paramount in 1964 to become sales representative in Portland.

Very glad to have you back, Dave.

RIGHT

CLEVELAND, Ohio - Nuns attended a special screening of "The Ten Commandments" at the Allen Theatre here, where the Cecil B. DeMille masterpiece begins its regular engagement on April 6th.



I. P. B.?
I. P. B.?
I. P. B.?
I. P. B.?
I. P. B.?
I. P. B.?

NEW YORK - Home Office's 10th floor (International) is now a display gallery for film posters from all parts of the world. At right we have French posters for "Sands of the Kalahari" and "Red Line 7000," a U.S. poster for "Judith" and a German poster for "Boeing Boeing."

If you want to participate, please send posters!!!



"THE NURSES" HAS BEEN RENEWED

"The Nurses," ABC-TV's weekly serialized drama starring Mary Fickett, has been renewed for another cycle of 13 weeks beginning with the Monday, March 28, episode and will be presented in a new time period.

The program, currently presented five-days-a-week from 2:00 to 2:30 p.m., will be telecast from 3:30 to 4:00 p.m.

Melinda Plank, Arthur Franz, Carol Gainer and Nicholas Pryor co-star with Miss Fickett as regulars in the continuing story of the inner workings and people of Alden General Hospital.

Doris Quinlan produces "The Nurses" for Herbert Brodtkin's Plautus Productions, a subsidiary of Paramount Pictures Corporation.

Promise Her Anything

WORDS BY HAL DAVID · MUSIC BY BURT F. BACHARACH

From The Paramount Picture



NEW YORK - Cover of Famous Music Corporation's publication of the very popular theme song of the Paramount comedy, "Promise Her Anything."

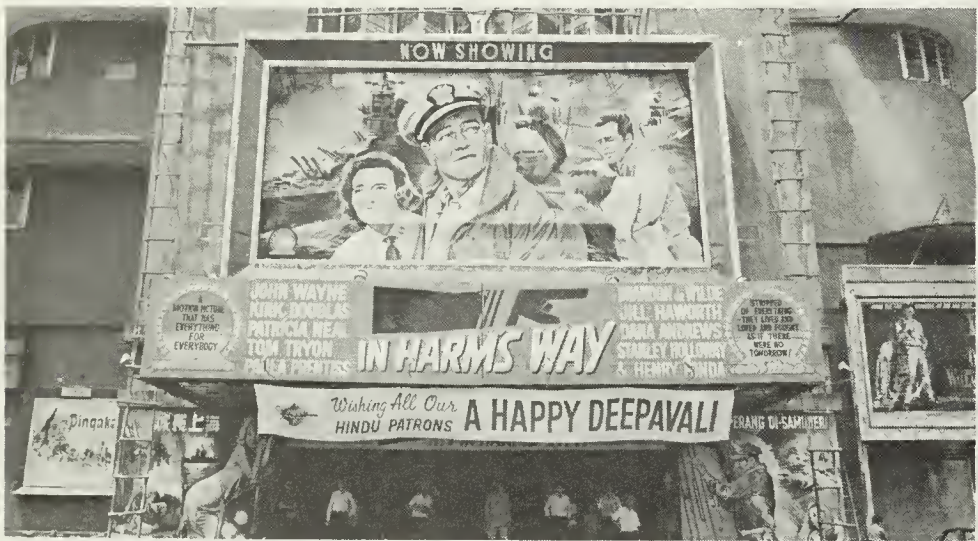


NEW YORK - a couple of noted exhibitors and a pair of talented executives at the industry screening of Paramount's multi-reel prophecy fulfilled film, "Paramount 1966 - Year of the Harvest." Exhibitors, in centre, are Ben Gladstone, Fox Eastern Theatres, at left, and Larry Morris, of Charles B. Moss Theatres. Executives are Charles Boasberg, right, and Ernest Sands.

Taiwan Cinema Notables



TAIPEI - Grouped in the lobby of the Ambassador Theatre on January 26th, were, L to R: Andrew T. Fan, Paramount Taiwan manager; A. M. Chang, proprietor of the Ambassador; K.K.Ho, booking manager of Central Motion Picture Corporation, Taipei; S. A. Henriksen, Paramount Far East division manager; K. S. Chang, general manager of Central Motion Picture Corporation.



SINGAPORE - At no week in any year is there ever the slightest doubt as to what the attraction is at the Cathay Organisation's renowned Cathay Cinema here. On the occasion of this photograph, the attraction was "In Harm's Way," and the Cathay's box-office had evidence that it had attracted plenty of what attractions are made for.

TAIPEI, Taiwan - The two centre posters in the showmanship display at the renowned Great World Theatre are for the Hal Wallis thriller, "The Sons of Katie Elder," which registered powerful business. Chinese title was "One Door - Four Tigers" (and 'Tiger' is a magnetic word in Taiwan).



遠東會議情況熱烈

上期報導巴黎會議的熱烈情況，現在已同樣的在香港產生，會期為二月十七，十八兩天。遠東區總經理韓禮遜 (S.A. Henriksen) 担任主席，並有派拉蒙國際公司總裁潘京士 (J.E. Perkins) 和宣傳部負責人謝克 (G. Schack) 從紐約飛去出席，派拉蒙遠東各地的同人，由日本至印度，集於一堂，大家都目見耳聞今日派拉蒙偉大的成就，並且前程無疆。

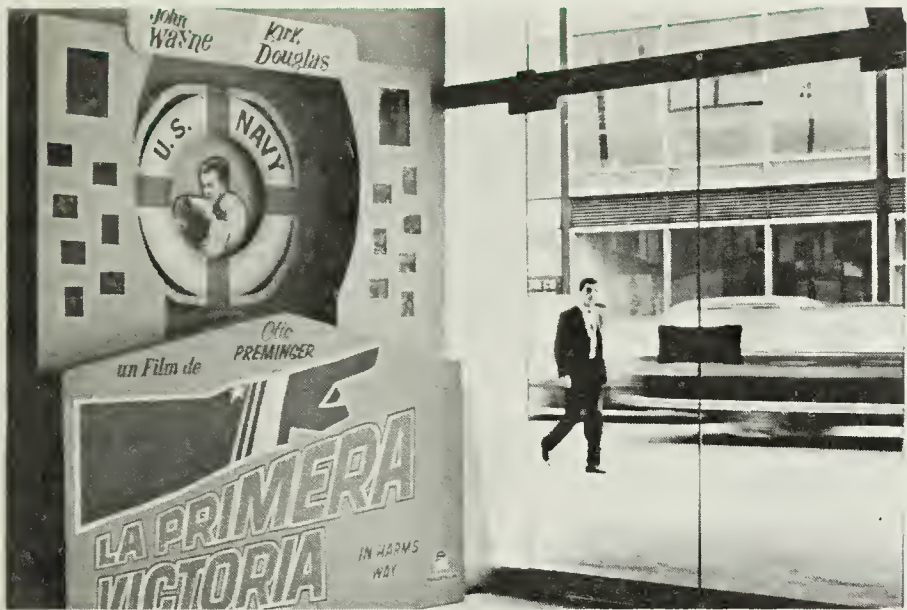
我們相信從本期的幾篇遠東會議專頁報導上，可以看出香港經理馬希聖 (H.S. Moh) 和協助他佈置這次會議的人們的成績，使凡去參加的代表，念念不忘。派拉蒙澳洲與紐西蘭兩區代表的聯席會議，將於本月在雪梨舉行，但因會議的日期適逢本刊付印期間，所以留到四月號中再行報導。四月初還有南美洲會議，將刊於五月號中。因之我們一共將有連續五期報導派拉蒙在偉大成長中的事實。

這幾個月來我們永不忘記派拉蒙十年來的巨片「焚城未遂記」 (Is Paris Burning?)。這月號內，我們除特闢專頁給那部巨片外，又闢專頁刊載它的導演里尼·克里門 (Rene Clement)。克里門曾拍過許多名片，但使他最為特出和受到電影界最高榮譽的將是這部「焚城未遂記」。由上期報告的亨利·米雷 (Henri Michaud) 担任派拉蒙國際公司副總裁的消息後，本期仍有對這件事的餘訊，米雷在派拉蒙服務以來，贏得官商各方面的人緣，凡與他接觸過的同人，都對他十分珍視和欽佩。

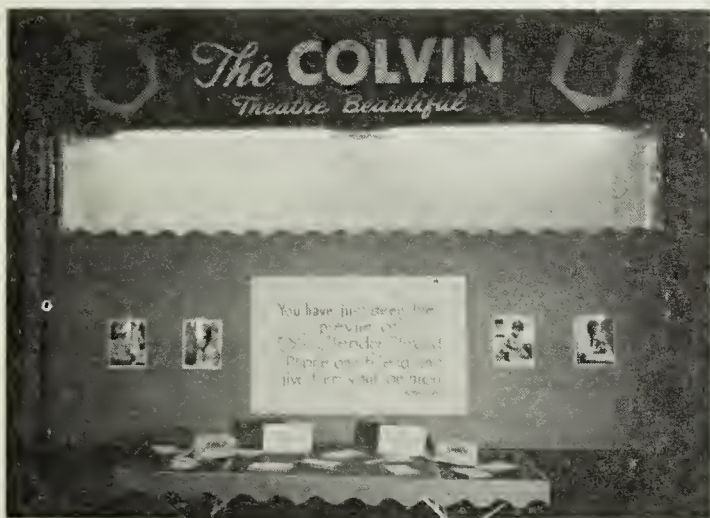
好萊塢廠裡報告拍片動態的電報仍接踵飛來，這期中也有刊出。我們特別要請諸位注意侯華·高殊 (Howard Koch) 對侯華·郝克斯 (Howard Hawks) 新片「Eldorado」拍攝成功的欣喜情形，這是一部極有娛樂性的巨片，尊·榮 (John Wayne) 羅拔·米湛 (Robert Mitchum) 兩大巨星難得的合作。

雖然「十誠」 (The Ten Commandments) 在海外的捲土重來要到明年 (1967) 才開始，但我們要請你們注意在本期中已提到這部巨片在美國和加拿大的發行特點，那就是必須特別注意「捲土重來」四個字。這不是普通的「再版」或「重新發行」，但是鄭重的「捲土重來」。在高斯坦 (M. Goldstein) 對這位電影導演界的巨人施素·德美 (Cecil B. DeMille) 最偉大遺作「十誠」的特別說明中有明確的指示。

SHOWMANSHIP



BOGOTA, Colombia - Effective illuminated use of color transparencies in the lobby of the Cine Opera here when "In Harm's Way" was the attraction for seven weeks, smashing all-time records not only here, but throughout all of Colombia.



KENMORE, New York - Here is a practical application of the showmanship stunt we reported last month, namely the request that people who have seen "The Slender Thread" call at least one friend and tell them about the picture. The showmanship pictured above occurred in the Colvin Theatre here, and was performed by Jere Westergren, managing director. He waited until the patrons were in the auditorium viewing the picture; then he had the phones installed and a sign set up reading "You have just seen the prevue of 'The Slender Thread.' Phone one friend and give them your opinion. Thank you." The phone service was of course free.

WARREN BEATTY and LESLIE CARON
Promise Her Anything

Featuring TOM JONES singing the title song
JIM MURRAY



MUSIC FROM THE SCORE OF THE MOTION PICTURE
Promise Her Anything

Warren Beatty and Leslie Caron

Promise Her Anything

KEITH WATSON - HERRING (UNLEASHED)
TOM STANLEY - ASA WATKINS
CATHERINE HENRIE

BOB CUMMINGS

Produced by JERRY BRUCKHEIMER
Directed by JERRY BRUCKHEIMER

CAST RECORDS INC. NEW YORK, N.Y. 10017

CAST RECORDS INC. NEW YORK, N.Y. 10017

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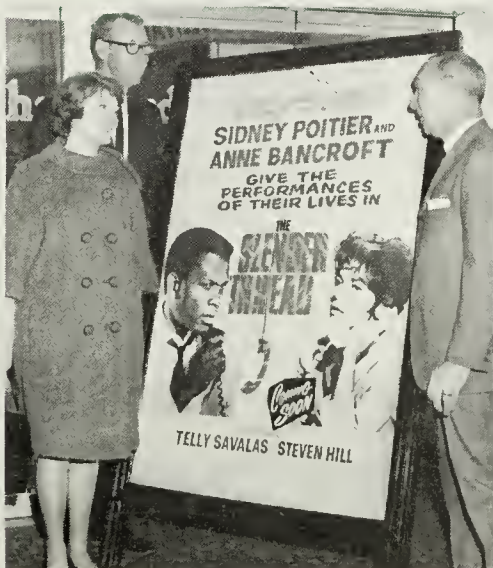
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Front and back covers of the envelope of the Kapp long-playing record of the sound track music of "Promise Her Anything." The record also has the special feature of popular recording star Tom Jones singing the film's title song, one of the most catchy numbers in years. This record is an integral part of any showmanship campaign for "Promise Her Anything."

FREE LUFTHANSA AIR LINE BAG
Free!  Free!
20 Airplane Bags
Given Free Daily
To Holders Of LUCKY Numbers!
Check Ticket Stub Numbers Against List Posted Inside Theatre
See
JERRY LEWIS TONY CURTIS
"BOEING BOEING"
And
Win A Free Lufthansa Airline Traveling Bag!

PHILADELPHIA - Field publicity and advertising manager Harry Schmerling has reported on this self-explanatory tie-up arranged by the Stanton Theatre during its highly successful engagement of "Boeing Boeing."



PHILADELPHIA - Co-hosts Ann Clements and Bill Hart of WCAU-TV's "Ten Around Town" show discuss "The Slender Thread" with Harold Brason, Trans-Lux Theatre manager, prior to a special preview for invited guests from the show's TV audience.



CLEVELAND, Ohio - One of the readiest public responses to showmanship has been occasioned by "The Slender Thread" and the fine cooperation given this picture, and the special short feature "Dial O For Emergency" by the various Bell Telephone companies across the nation. Above is an instance of the support given the picture by Ohio Bell in the lobby of the Vogue Theatre here in Cleveland. Our photo evidence likewise depicts the readiness of patrons who have seen "The Slender Thread," to call their friends and urge them "not to miss this exciting and timely film."

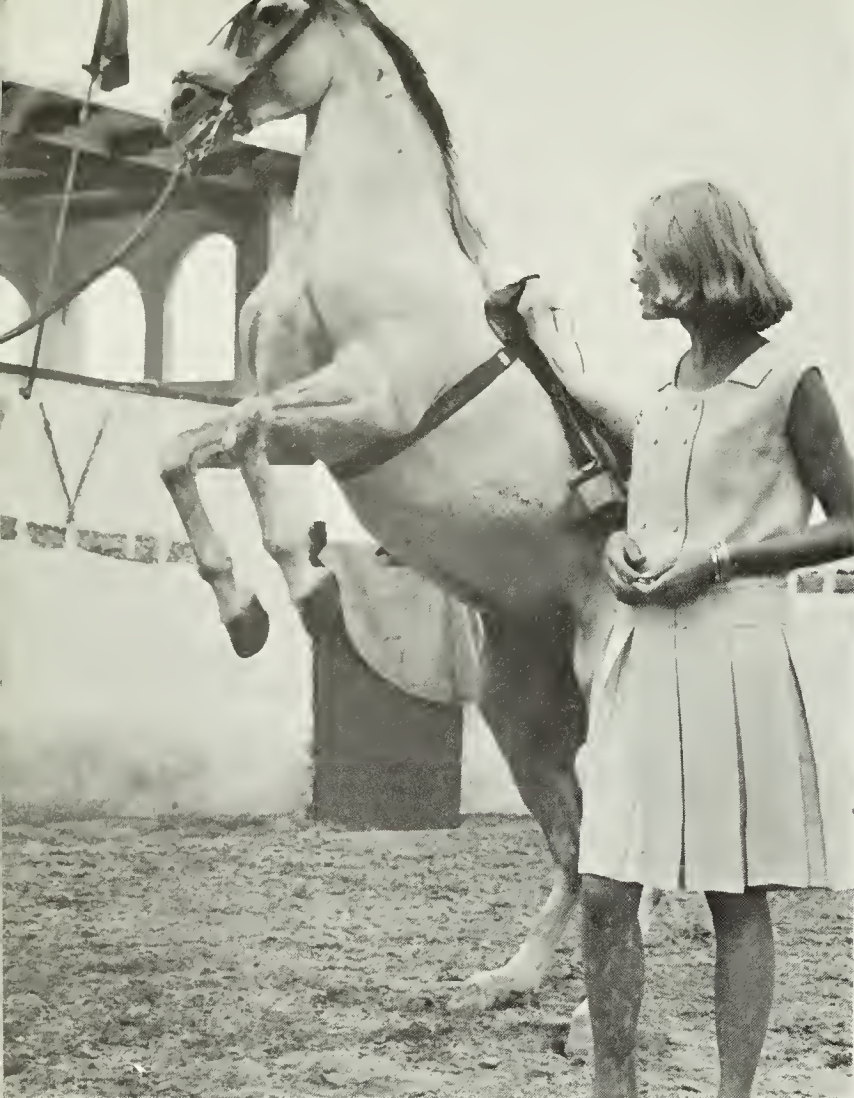


PARIS - Another shot of the starkly realistic lobby of the Moulin Rouge Cinema in advance of the coming of "The Spy Who Came In From The Cold." (Earlier photo on Page 10).

LONDON - Sophia Loren and "Judith" constitute the best two-pronged magnet for attracting patrons that the Plaza Theatre has had since the sensational engagement of "The Spy Who Came In From The Cold."



PARAMOUNT SHORTS ESCALATING IN EXHIBITOR IMPORTANCE



MIRROR OF SPAIN is a most engaging jaunt through Spain, and is a new Paramount short feature meriting maximum circulation. Just 17 minutes in length, and filmed in natural, colorful hues, it tells of the travels of a typical American college girl who has a true eagerness to see Spain and the Spanish people at first hand.

Above, Sharon watches the highly trained Andalusian stallion that is used in the bull-ring preview on the private farm near Madrid of Manuel Baena, the famous Rejoneador.

"Mirror of Spain" was produced by and for the J.C. Penney Company, and Paramount is distributing it world-wide as a Paramount release.



SMOKEY MOUNTAIN MAGIC is an enthralling two-reeler based on a family camping tour of the Great Smokey Mountains of Virginia, Kentucky and Tennessee. Produced in glorious color by Richard Matt (who has given us many fine short features, this one shows not only the joys of family caravan camping, but has thrilling sequences which reconstruct frontier fights, a dazzling visit to one of the great caves (as shown above), and enough nostalgia everybody who has ever camped, been in the woods, hiked over mountain trails, paddled a canoe, or just plain gloried in Nature.

The new, dedicated attention being given to the production, acquisition and distribution of Paramount Short Features by the department headed by Mario Ghio, is part of the overall pattern which has labeled 1966 as "Paramount's Year of the Harvest."

One indication of the new importance which has come to Paramount Shorts is the fact that a Winik Films "Sports In Action" short, "Race With The Wind", is currently in the program at New York's Radio City Music Hall, where it is evoking an immense amount of public interest.

"I Want My Mummy" is a Paramount Cartoon that is several notches above the average.

Additionally it is voiced by Bill Dana, who is extraordinarily popular on both TV and radio, where he performs in the characterization of Jose Jimenez.

So get crackin' with "I Want My Mummy" and get an avalanche of exhibitor thanks.

DES MOINES

Chuck Caligiuri's bowling team for the Variety Club is now in the Number 1 spot and are hoping they can stay there for the next several weeks.

With warmer weather in sight we are booking the Drive-In theatres, which are anticipating re-opening the latter part of March.

All exhibitors who saw the screening of "Night Of The Grizzly" were very much impressed and thrilled with the show. Our saturation has now been set for around May 18th so we are busily contacting exhibitors.

The local WOMPI'S are now concentrating on committee meetings for the international convention September 30--October 2. Certainly looks like a big job!

Betty Olson, secretary, and husband are getting prepared to attend the Variety Club convention in London in April. While there, they will tour several other countries before returning to our fair city.

If you are a necromancer or a dabbled in magic potions, you will love Honey Half Witch in "Baggin' The Dragon," a Paramount Cartoon that travels at jet speed in demolishing dragons.

"Sports In Action" Figure In Motion Picture Herald 'Top 10' Short Features

In a poll of exhibitors just conducted by Motion Picture Herald for the Quigley publication, Fame, the Winik Films series of action-thrill shorts known as Sports In Action finished in the top ten. The poll covered all shorts in general release for the year 1965.

On the basis of "Race With The Wind" (ballooning) and especially "Ski Boom" (water-skiing), both of which are completed and have been viewed, it would seem already that Sports In Action will again figure in the Herald's Top Ten next February.

W I N D O W O N T H E W O R L D



BARCELONA, Spain - January 31st is the day of San Juan Bosco, who is the Patron of the film industry in Spain. On this day each year there is always a very important game of football played, in which Paramount has always participated with distinction. In fact, Paramount has won every year, with the exception of 1964. Regarding the 1966 game, we quote general manager Frank A. Siter: "This year we played against a company called Cire Films and we won 2-1. This success is considered enormous, for Cire Films had what was considered the strongest football team in the industry and always won. But because they were beaten this year, CIRE FILMS decided to disband their team."

We picture the Paramount team above. Left to right, standing: Manuel Domingo, José M^a García, Alberto Vazquez, Juan Luis Lara, Alberto Clemente, Carlos Bosch. Front row: Marino Millas, Rafael Fernandez, Alfredo Renard, José Calvet, José Olmos



A lovely lady presents the coveted trophy to the Barcelona Paramounters. She is Maria Rosa Bau. Others in the picture, reading from left: Manuel Domingo, José M^a García, Juan Luis Lara, Juan Nuez, Antonio Fernandez, Julian Garcia, Alberto Vazquez.



TOKYO - Arriving here en route to Paramount's international convention in Hongkong, Mr. and Mrs. J.E. Perkins are gifted with traditional flowers by two charming Shochiku actresses, Miss Kurahashi, at left, and Miss Michi.

RIGHT

RIO DE JANEIRO - Some of the special guests (who were unidentified in the caption) at the Avant Premiere of "Becket" at the Scala Cinema here several weeks ago.

SINGAPORE - Cathay's Odeon made fine lobby use of press praise of "In Harm's Way."



Michael Chaplin, son of Charlie Chaplin, who plays a beatnik role in "Promise Her Anything," gets his hair combed by hairdresser Pat McDermott before going on the set of the hilarious comedy which co-stars Leslie Caron and Warren Beatty.



LOS ANGELES - At the preview party for "The Oscar" held in the Beverly Hills Hotel (see Page 37), one of the most interesting and beloved guests was a charming 86-year-old lady who won an Academy Awards 'Oscar' in 1940. She is Jane Darwell, who won an 'Oscar' for her supporting role in "The Grapes of Wrath." Her escorts, both of whom co-star in "The Oscar," were Stephen Boyd, left, and Ernest Borgnine.



HOLLYWOOD FOREIGN PRESS MEETS "THE SWINGER," ALIAS ANN-MARGRET

Shown at left is part of the Paramount studio luncheon at which a full roster of Hollywood Foreign Film Correspondents met and got to know Ann-Margret and the director of her film of life and gaiety, George Sidney. Seated to the left of the star and director are Bob Goodfried, studio director of advertising and publicity, and Rose Goldstein, head of Paramount International's studio department.

Ann-Margret has zoomed to the top heights of international popularity in the last couple of years. She's at her peppiest, spiciest best in "The Swinger."



Here are the star and director of "The Swinger," Ann-Margret and George Sidney. At right, the star listens to a few compliments from Sweden's Bertil Unger, president of the Hollywood Foreign Correspondents Association.

Some of the international correspondents who attended the happy function are shown individually with Ann-Margret on this page. Others are shown with the star on their respective language pages elsewhere in this issue.



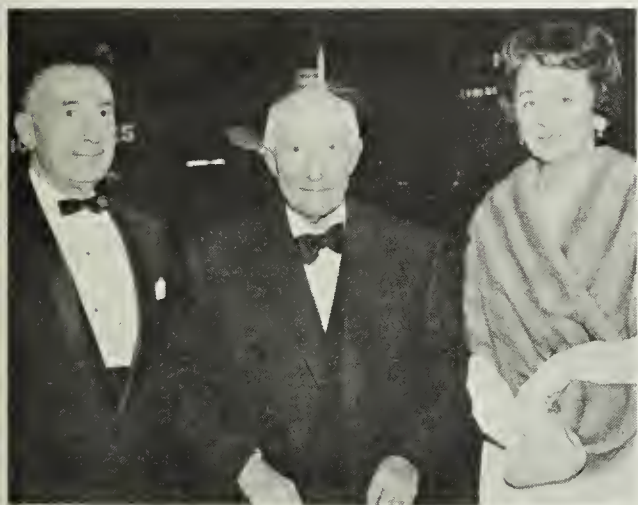
Lisollette Trumpler of Germany's "Constanze" on the set with Ann-Margret.



Ann-Margret with Kaija Alli, representing Finland's "Elokura-Aitta-Finland" (at left); George Camara, representing Mexico's "Cinemavance" and Doris Cerea representing "TV Illustrazione" of Italy.

NATIONWIDE PREMIERES OF ARE EXCITING NEWS

"The Oscar," a Joseph E. Levine production and one of the most exciting films ever fashioned against the background of Hollywood, has had colorful premieres in New York, Hollywood and Boston and there will be other presentations of the picture later this month. We show on this page some highlights of these events.



Adolph Zukor, founder of Paramount Pictures and Chairman Emeritus of the Paramount Board, arriving at the Egyptian Theatre with his son and daughter-in-law, Mr. and Mrs. Eugene J. Zukor.



Although this event occurred at the Los Angeles premiere of "The Oscar," its genesis was at the "Nevada Smith" studio barbecue last October. At that event, all of the steaks were branded "N.S." in honor of the picture. The branding iron was preserved by studio publicity head Bob Goodfried, who had it mounted by the Beverly Hilton Hotel, and it was presented to Joseph E. Levine during the ceremonies connected with "The Oscar."



Clarence Greene, producer of "The Oscar," May Wynn, Russell Rouse, director of the production, and Mrs. Rouse, arriving at the theatre.

Summing up a lengthy and impressive critical review of "The Oscar," Motion Picture Daily of February 16th says:

"The Oscar" is a big film that is likely to be one of the big commercial successes of 1966, and deservedly so.



THE OSCAR



Cover of the Columbia Records long-playing album of the soundtrack music from "The Oscar." The record has an added feature -- Tony Bennett, one of the exciting film's stars, singing "Song From 'The Oscar.'"



Joseph E. Levine's production of "The Oscar" is a Paramount release world-wide, excepting in the United States of America and Canada.

Additionally, in these two territories, the success of "The Oscar," as released and distributed by Mr. Levine's Embassy Films, is a success for Paramount also.

Table of Executive Producer Joseph E. Levine in the Crystal Room of the Beverly Hills Hotel following the gala premiere of "The Oscar" at the Egyptian Theatre. Mr. and Mrs. Levine are at the left. Co-star Stephen Boyd is next to Mrs. Levine. Co-star Elke Sommer is second from right and at her right hand is her husband, columnist Joe Hyams.

Highlights of the electrifying review given "The Oscar" by The Film Daily:

Throbbing, behind-the-scenes drama of the Oscar. Told with raw honesty and power. Strong box-office.... Joseph E. Levine's presentation in Pathecolor has the type of large, all-star cast to set a marquee ablaze with excitement. The picture is in the frank, outspoken realistic tradition of "The Carpetbaggers." It also is in the same commercial league.



Shown in the Crystal Room of the Beverly Hills Hotel are Mr. and Mrs. Joseph E. Levine, Elke Sommer, Stephen Boyd and Marilyn Hanold, Mr. Boyd's date.



NEW YORK - Among the notables attending the premiere at Loew's State on Broadway were Tony Randall and Mrs. Randall.



After kissing Ann-Margret in a rather torrid scene in "The Swinger," Tony Franciosa gave this rather unique, if somewhat technical description, of the sensation:

"The pituitary gland immediately manufactured a potent adrenocorticotrophic substance, and at the same time the adrenal glands were stimulated, the blood pressure rose, there was a swift breakdown of white blood cells, the pulse quickened, the circulation jumped and the heart action speeded up."

(Please see a later bulletin for Ann-Margret Clinical Reaction).

MANILA - Reception committee in lobby of the Capitol for gala invitation preview of Jerry Lewis' "The Family Jewels," held for the benefit of The University of the Philippines, Vanguard, Inc. Reading from left: Donato Pangilinan, Cmdr. Vanguard, Inc.; Ric Javier of Paramount; Mrs. E. Atienza, wife of the Chief of Staff of the Armed Forces of the Philippines; Gen. Eriberto Atienza, Chief of Staff; Miss Regala; Col. Jose D. Regala, Philippine Constabulary Area Commander; Capt. Cortez, PC; Col. Pilapil, PC; Col. Garcia, PC.



In connection with the above premiere of "The Family Jewels" at the Capitol Theatre, the TRAFCON, a segment of the Armed Forces of the Philippines, secured special permits from suburban city mayors for displays of trillons and jingles within their respective jurisdictions. Above trillon is at corner of Kitanlad Street, España, Quezon City.

NANATILI ANG SIGLA AT SIGASIG SA KAPULUNGAN SA DULONG SILANGAN

Ang indayog ng sigla at sigasig na itinakda sa kapulungan sa Paris, na masusi naming inilarawan sa bilang namin noong nakaraang buwan, ay boong ningning na napapanatili at naipagpatuloy sa Hongkong na pinagdausan ng tatlong-araw na pagpupulong na sinimulan noong ika-17 ng Febrero. Pinamatnugutan ito ng taga-pamahalang S. A. Henriksen sa Dulong Silangan at dinaluhan ng mga piminong galing sa Nueva York na sina pangulong James E. Perkins ng Paramount International at ng patnugot sa pamamahayag na si Guenter Schack. Ang mga taga-Paramount na tinipon doon mula sa mga bansang napapaloob sa mga lupaing mula sa Hapon hangang sa India ay nakasaksi, nakarinig at napagpakitaan ng mga katibayan na ang Paramount kahi't na dakila na sa panahong ito ay mayroon pang mas malaking kadakilang maaring maabot pa.

Boong puso naming inaasahan na ang mga balita namin ay sapat upang maipakita ang mga ginawa ng taga-pamahalang H. S. Moh ng Hongkong at ng mga tumulong sa kaniya upang ang pagtitipon sa Dulong Silangan ay manatili sa ala-ala ng mga dumalo roon. Ang susunod na pagpupulong ay

gaganapin sa Sydney na pagtitipunan ng mga taga-Paramount ng Australya at Nueva Zelanda. Sa-pagka't ang bilang na ito ay kasalukuyang nasa sa limbagan sa panahong iyon, ang mga balita tungkol doon ay sa bilang na pang-Abril na namin mailalathala. Isa pang pagpupulong ang idaraos sa Latin Amerika sa mga unang araw ng Abril. Ito ay aming ibabalita naman sa Mayo. Kaya nga limang sunod-sunod na bilang ang maiuukol namin sa patuloy na lumalaking kadakilang ng Paramount.

At habang lumalakad ang panahon, hindi natin maisalis sa ala-ala ang kahanga-hangang "Is Paris Burning?" ang tunay na pinaka-dakilang pelikula ng Paramount sa loob ng nakaraang sampung taon. Sa isang tanging pahinag iniukol namin sa panooring ito, ay nagpupugay kaming pamuli kay Rene Clement ang director na nagsalin sa puting-tabling ng magandang kwentong ito. Si Gg. Clement ay marami nang nayaring magagandang pelikula nguni't ang "Is Paris Burning?" ay siyang mangiibabaw sa lahat ng ito at siyang walang aling-langang maghahatid sa kaniya sa "Motion Picture Hall of Fame."

At parang pag-ulit sa pagbabalita sa bilang namin noong nakaraang buwan, ikinagagalak namin na ang balita tungkol sa pagkakahirang kay Henri Michaud na pangalawang-pangulo ng Paramount International Films, ay nagbunga ng kagalakan sa marami. Sa loob ng panahong ipinaglingkod niya sa Paramount, si Gg. Michaud ay nagtamo ng pagiliw, pagalang at paghanga ng lahat ng mga nakasama niya sa Paramount at ng lahat ng mga nakatungo niya sa pamahalaan at sa ibang samahan.

Ang mga pahatid-kawad mula sa estudyong ay patuloy na dumarating tungkol sa mga kahalinalinang mga panoorin. At mayroon din sa bilang na ito. Nais naming tawagin ang inyong pansin sa kasiyahan ni Gg. Howard Koch sa pagkakayari ng "Eldorado" ang produksyon ni Howard Hawks. Isang kahanga-hangang magkatambal na bituin ang natuklasan sa pagkakasama ng mga talino nina John Wayne at Robert Mitchum.

Kahi't ang muling pagpapalabas ng "The Ten Commandments" ay hindi pa magiging gawain ng mga tauhan ng Paramount International hangang sa susunod na taong 1967, nais na naming ipabatid sa inyo ang isang mahalagang saligan na ipinatupad noong ito ay muling ilabas sa Estados Unidos at Canada. Ito ay ang pangagailangang gamitin ang katagang "return" or muling pagpapalabas. Hindi ito tinawag na 're-issue' o 're-release' kundi 'the return' of "The Ten Commandments". Kahi't na nabangit na namin ito ay mapapansin ninyong ito ay nababangit sa lahat ng mga tagubiling ipapadala ni Milton Goldstein pagsisimula ng mga gawaing nagiging karapat-dapat sa palagiang-dakilang produksyong ito ni Cecil B. DeMille.

Michael Caine, Shelley Winters and a unilateral idea provide a barrel of boisterous fun in "Alfie," a comedy that's going to be talked about in all strata of society.



SINGAPORE - This 'Gal Ten Feet Tall,' representing featured player Barbara Bouchet in "In Harm's Way," beguilingly greeted the tens of thousands of fans entering the Cathay Cinema to be thrilled by the Otto Preminger film.

Sign in an optometrist's window: "If you don't see what you want, you've come to the right place."

Never in all Paramount history such a solid, revenue-reaping roster of releases for the U.S. and Canada as the five powerful attractions shown on this page.

They represent proof indeed of the new and greater order of Paramount product - greater in audience appeal, greater in guaranteed entertainment value, and greater in industry prestige and exhibitor insurance.

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THE TOWERING SUMMER FIVE FOR THE U.S.A. AND CANADA



PARADISE, HAWAIIAN STYLE



THIS PROPERTY IS CONDEMNED

"The property may be condemned," says Natalie Wood to Robert Redford, "but not me, while I have this little band of gold." Of the picture, this tingling wire was received by George Weltner from studio head Howard Koch: SCREENED "THIS PROPERTY IS CONDEMNED" LAST NIGHT. PARAMOUNT HAS ANOTHER BIG ONE FOR 1966. NATALIE WOOD GIVES THE PERFORMANCE OF HER LIFE AND BOB REDFORD LIVES UP TO ALL OUR EXPECTATIONS. SIDNEY POLLACK'S DIRECTION IS OUTSTANDING.

In regarding this very human sequence between Elvis Presley and cute juvenile Donna Butterworth, you will surely be interested in the comment from Manager A.S. Velasquez in Manila, Philippines: "One of the best, if not the best Elvis Presley picture yet...Hal Wallis really produces the best Elvis Presley films."



THE LAST OF THE SECRET AGENTS?

Marty Allen is obviously protesting the fact that the dish before him is peanuts compared with the 'dish' behind him, and is just as obviously telling Steve Rossi that the deal they made to be secret agents included a clause about girls the same as the other filmwise secret agents get.



NEVADA SMITH

Most of you have seen this wham-banging outdoor thriller by now and realize that it is one of the all-time-great Paramount releases. You know, too, that this courage-testing sequence between Steve McQueen and Brian Keith is unforgettable action, and a red, white and blue feather in Henry Hathaway's directorial cap.



ASSAULT ON A QUEEN

You could go through an entire lifetime and not find a more fascinating, more daring, more entertaining and more romantic film than this one. It is axiomatic that Frank Sinatra in a cinema cocktail of amor and adventure, is box-office platinum - and there is extra value in the platinum beauty of Virna Lisi in this saga of high-seas hijacking.

NEXT ISSUE - A success-soaring barrage of news concerning the world-wide triumph of "The Spy Who Came In From The Cold." Nothing like it in all Paramount history.



THE GREATEST
OUTDOOR THRILLERS
IN ALL
PARAMOUNT HISTORY

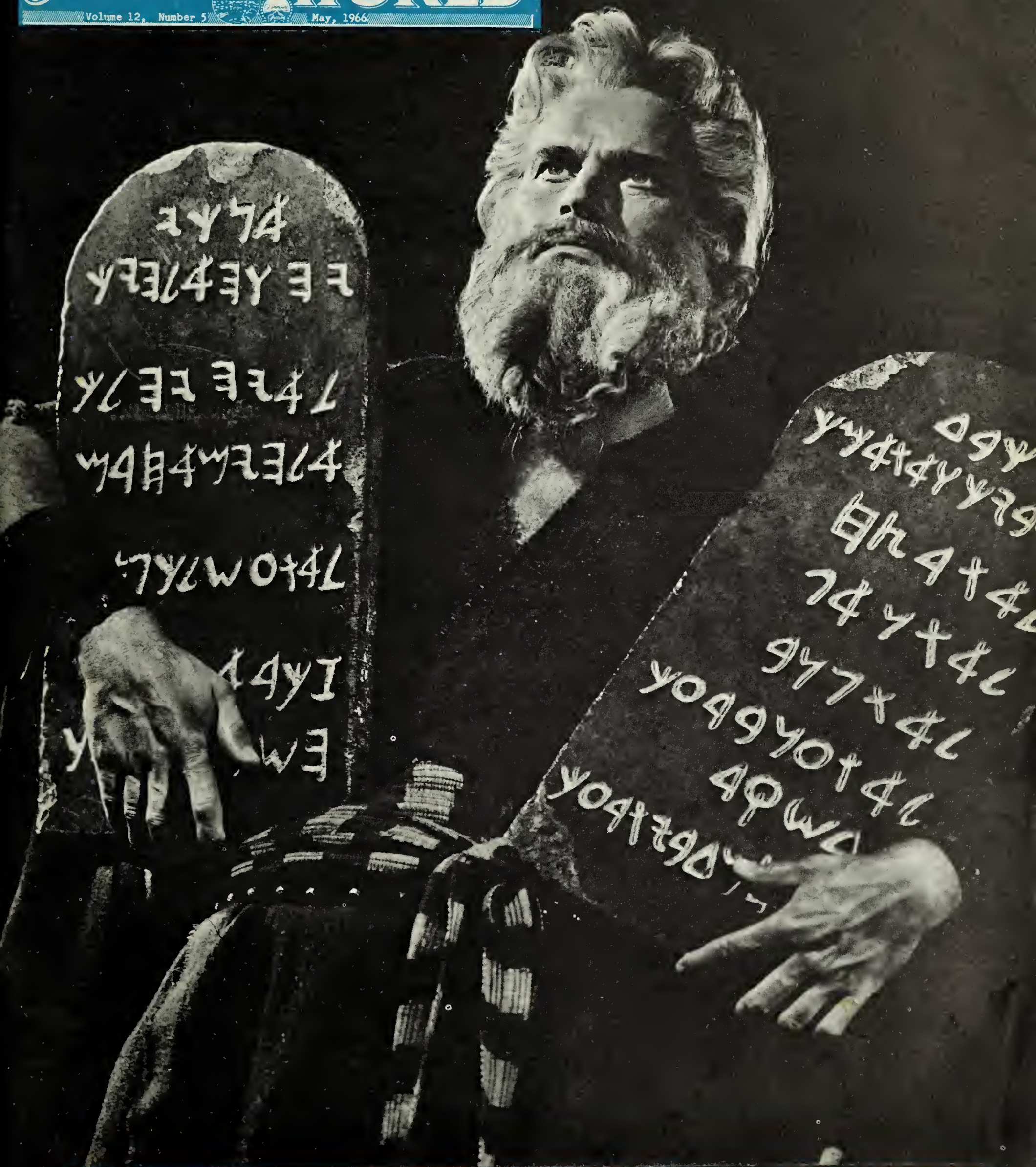
Up thar.....

Daredevilin', revengin', shoot-in' and fisticuffin' his way through hell an' high water, is the colorful an' unforgettable NEVADA SMITH ---- scourge of his enemies, but every inch of him a man.....

,,,,,an' lookin' thataway to the right are the prairie-dusted characters that John Wayne and Robert Mitchum have magically brought to life in Howard Hawks' production of ELDORADO.

BOTH FILMS ARE SCHEDULED TO
BE BOX-OFFICE ELDORADOs





MIGHTIER THAN EVER!

Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 5

May, 1966

Milton Goldstein Named Sales Mgr. Of Paramount International



MILTON GOLDSTEIN

NEW YORK - James E. Perkins, president of Paramount International Films, Inc., on April 13th announced the appointment of Milton Goldstein as sales manager of Paramount's international company.

A motion picture distribution executive of many years' experience, with a thorough knowledge of the world market, Goldstein joined Paramount following his graduation from New York University in 1949. After working in various capacities at Paramount's New York home office, he was appointed foreign sales coordinator of Cecil B. DeMille's "The Ten Commandments" and Alfred Hitchcock's "Psycho."

Goldstein joined the Samuel Bronston organization in 1961, as

ELECTED PARAMOUNT DIRECTORS



DAVID N. JUDELSON



JOHN H. DUNCAN

NEW YORK, April 18: Paramount Pictures Corporation announced here today the elections of John H. Duncan and David N. Judelson to its board of directors. Both are executives of Gulf & Western Industries, Inc., which has become a substantial investor in Paramount.

Mr. Duncan, 38, is president of the diversified manufacturing and distributing company, and Mr. Judelson, 37, is executive vice-president and chairman of its executive committee. They join Charles G. Bluhdorn, Gulf & Western's board chairman, on the Paramount board. Mr. Bluhdorn was elected to the board of the motion picture company on March 24, 1966.

Mr. Duncan and Mr. Judelson succeeded Herbert J. Siegel and Ernest H. Martin, who resigned on Friday.

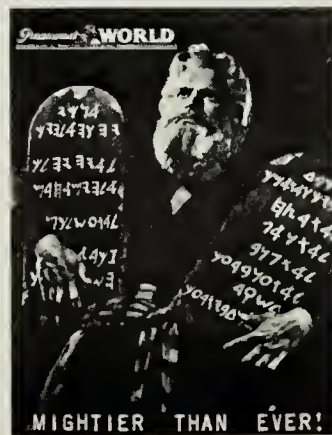
Mr. Duncan joined Gulf & Western in 1958 as vice-president and was elected to his present position the following year. In addition to serving as a director of Gulf & Western, he is a

member of the executive committee and chairman of the finance committee. He is a graduate of the University of Texas and lives in Houston with his wife and two children.

Mr. Judelson is in charge of Gulf & Western's manufacturing operations. He joined the company in 1959 and was elected a director the same year. Prior to his association with Gulf & Western, he had completed a military assignment with the U.S. Army Engineers Corps. He initiated and negotiated the proposed merger of Gulf & Western with Universal American Corporation, which was announced last week. Mr. Judelson is a graduate of New York University's College of Engineering and lives in New York with his wife and three children.

THE COVER

vice-president in charge of foreign sales, for three years. He returned to Paramount International in early 1964 as assistant to the president for special productions, and worked in this capacity until his present appointment.



The greatest film of all time is greater than ever a decade after its original release. Public response to "The Ten Commandments" across the U.S. and Canada has been mighty beyond the power of mere words.



CONCLAVE ATTENDEES

Grouped in the "Is Paris Burning?" room, and shown left to right.

Kneeling: Nuin, Sanz, Molina, Schack, Brunetti, Alonso.

Standing: Gordon, Rochlin, Webb, Goldstein, Laupheimer, Marti, Hart, Michaud, Reimert, Perkins, Sill, Grunspan, Senior, Garcia, Cortes, Leite Cesar, Stagnaro, Moreno, Perez Navas, Planas.

AT LEFT: Convention hotel had these welcome signs everywhere.



LATIN AMERICAN CONVENTION A TRIUMPH IN EVERY RESPECT



MARTIN DAVIS ELECTED
A VICE-PRESIDENT OF
PARAMOUNT PICTURES
CORPORATION

Public Relations Head
Also Designated As
Executive Assistant
To the President

Martin Davis has been elected a vice-president of Paramount Pictures Corporation by the board of directors, it was announced April 28th by George Weltner, president. Mr. Davis was also designated executive assistant to the president.

Mr. Weltner stated that in his new position, Mr. Davis will assist him in the management and planning of all phases of the company's operations.

"Mr. Davis' election as an officer of the parent corporation reflects our appreciation of his expert direction of various activities of the company. The type of active and energetic leadership needed in this industry today can only be achieved by giving a wider

range of responsibility to our younger executives who have distinguished themselves," Mr. Weltner asserted.

Mr. Davis, 39, has been a vice-president of a corporate subsidiary, Paramount Film Distributing Corporation, since 1963 and director of advertising and public relations of the corporation since 1960. Mr. Davis joined Paramount in 1958 and previously was associated with Allied Artists Corporation and Samuel Goldwyn Productions.

The keynote cable from Mr. Perkins on Page Five specifies the impact of this triumph; the printed reports from attending Paramounteers experienced in noting and appraising the moods of such meetings; and above all the obvious, deeply sincere enthusiasm viewed through tell-tale camera lenses and spread throughout this issue, bear rich testimony to the truth of our headline.

In full faith it was a wonderful convention, and a right proud capstone to the quartette of international meetings held in Paris, Hongkong, Sydney and Buenos Aires.

We now have an international echelon, properly, albeit impatiently, geared to the greatness of the upcoming Paramount product. Due to canny planning, we have a sales and showmanship force around the world, which matches in drive power the entertainment power inherent in the greatest array of genuinely fine revenue pictures in this company's history.

The meeting opened in the inspiringly decorated convention room of the Plaza Hotel in Buenos Aires on the morning of April 27, lasting through the 29th, and as you turn the page you will see who was there, where they met, and you will also begin to get an idea of why this was the most momentous Paramount convention ever held in Latin America. In fact, the reverberations already felt from it redound to the greater strength of our company, and bode ill for our competitors.

(continued on next page)

COVERAGE OF THE LATIN AMERICAN CONVENTION WILL BE FOUND ALSO ON PAGES 4, 5, 7, 26, 28 AND 39.

Buenos Aires Attendees

4

FROM HOME OFFICE

Mr. James E. Perkins
Mr. Henri Michaud
Mr. Milton Goldstein
Mr. Guenter Schack

FROM LATIN AMERICAN HEAD OFFICE

Mr. Henry B. Gordon
Mr. Manuel Alonso

FROM ARGENTINA

Mr. Andrés Sanz
Mr. Alejandro Nuin
Mr. Luis Perez Navas
Miss Adela Martí
Mr. Luis Stagnaro
Mr. Miguel Brunetti

FROM MEXICO

Mr. Enrique Molina

FROM BRAZIL

Mr. Adhemar Leite Cesar
Mr. Fred Sill

FROM URUGUAY

Mr. Haroldo García Arocena

FROM CHILE

Mr. Juan Laupheimer
Mr. Alfredo Patino

FROM PERU

Mr. Joel Hart

FROM VENEZUELA

Mr. Erich Grinspan

FROM COLOMBIA

Mr. Victor Cortes
Mr. Walter Senior

FROM PANAMA

Mr. Peter Moreno
Mr. Fritz Reimert

FROM TRINIDAD

Mr. Howard Rochlin
Mr. Rodney Webb

FROM PUERTO RICO

Mr. Frank Planas

CONTINUED FROM PRECEDING PAGE

This was a convention of several 'firsts.' It was Henri Michaud's first convention since being elevated to the vice-presidency of Paramount International Films; it was Milton Goldstein's first convention in his new capacity as sales manager of Paramount International; it was a first convention visit to Latin America by Guenter Schack; and it was a first Paramount convention for several of the delegates who had joined the company since the "Ten Commandments" convention of 1958.

And it was a 'first' because it was also a 'finest.'

Paramount International president James E. Perkins, since his return to Home Office, has had nothing but the highest possible praise for every phase of the convention, citing not only those who actually attended, but all of those wonderful behind-the-scenes workers in the Argentine organization who participated in the event's success through unselfish and tireless activities on its behalf. They, too, served even though they did not actually attend.

The convention speeches were many, meaty and memorable. It had to be this way because there were so many wonderful things to talk about, and so many rapacious listeners eager for news to take back to their territories.

(Continued on next page)



Addresses opening the Convention were delivered by Paramount International president James E. Perkins (top), Paramount International vice-president Henri Michaud (left) and Latin American division manager Henry B. Gordon. (Excerpts from their addresses will be found throughout this issue).



View of one side of the meeting room in the Plaza Hotel, with each delegate's national flag marking his seat.

RIGHT

As Messrs Perkins, Schack and Goldstein viewed this cooking operation at the "Gaucha Barbecue" on the great Lococo estate, their thoughts may well have been on the supermarket price of all this back in New York. In sight are three sides of beef — one apiece.

At right is the Gaucho cook.



MR. WELTNER HAS SEEN "IS PARIS BURNING?" READ HIS RAPTUROUS REACTION ON PAGE 37.



The 'Welcome' sign was up in the Argentine head office, and Buenos Aires Paramounters all felt themselves part of the great occasion.

CONVENTION REPORT

CONTINUED FROM PAGE 4

In his keynote speech, Mr. Perkins began by saying: "It is my pleasure to see you all again, assembled for a conference of special significance and importance to our company." He extended compliments to Mr. Gordon, Mr. Sanz and all others responsible for the arrangements and the general production of the meeting in all of its details.

Convention Quote.....

"Our congratulations and sincere thanks to Andres Sanz and his able assistants for all they have done to make this convention a success. Our thanks also to Hank Gordon, who master-minded all the arrangements with the thoroughness and efficiency we have learned to expect from him.."

- James E. Perkins

Milton Goldstein and Guenter Schack. Of Mr. Michaud he said: "I have worked very closely with Rickey Michaud for many years, and I have the greatest admiration and respect for him from both a business and personal standpoint. I know that in time you will fully share my feeling....His new designation (as vice-president) means, of course, that he will assume even greater responsibility in the future.."

Of Milton Goldstein, Mr. Perkins said, in part: "Paramount International has never had a sales manager in the past, but now the need for such a post, and the right man to fill it, have very fortunately coincided...I feel that I and Paramount as well are very fortunate to have Milton Goldstein available for this position. His qualifications and experience are excellent and I know both you and I will benefit as a result of this new appointment..."

GERMAN PARAMOUNTEERS

In order to avoid a 'conflict of conventions' we will publish the very fine picture report of Germany's April meeting in next month's issue.

"It is acknowledged in our industry," continued Mr. Perkins, "that Paramount has the best manpower of any company, and nowhere is this better exemplified than in Guenter Schack, the international publicity-advertising head."

(Continued on Page 7)

WESTERN CABLES
via UNION
WESTERN CABLES

PARMUNT 420433

UE0116 SBA853 BAIRE5 114 MAY 1 1930

LT WELTNER FAMFILM NEWYORK

HAPPY REPORT BUENOS AIRES CONVENTION OF LATIN AMERICAN DIVISION WAS A TRIUMPH IN EVERY RESPECT STOP DIFFICULT TO CONVEY BY CABLE THE SURGE OF ENTHUSIASM PRIOR AND DEDICATION OF ALL TO THE TASK ON HAND STOP YOUR PERSONAL MESSAGE WAS CHEERED BY ALL AND TOGETHER WITH THE PRESENTATION OF THE PRODUCT REEL CREATED AN ATMOSPHERE OF UNBOUNDED CONFIDENCE STOP IT BROUGHT ACROSS POWERFULLY THE NEW HEIGHTS OF PARAMOUNT ACHIEVEMENT AND THE FORCES OF LATIN AMERICA PROUDLY PLEDGE EVERY OUNCE OF THEIR EFFORTS TO BRING IN THE HARVEST STOP RICKEY MILTON HANK AND GUENTHER JOIN ME IN SENDING YOU THE SINCERE GOOD WISHES AND GRATITUDE OF ALL ASSEMBLED HERE REGARDS

PERKINS.

BEING EVERYWHERE THROUGH ELECTRONICS

This month, via reports from Buenos Aires, we wrap up the series of four international conventions, all four of which were 'attended' by President George Weltner.

The first one, in Paris, was attended by Mr. Weltner actually in person. The second, in Hongkong, was 'attended' by the president, this time via a tape recording of his Paris address.

The third one, in Sydney, was likewise 'attended' by Mr. Weltner, but this time his address was directed specifically to the Australians and New Zealanders, with certain observations in the Anzac vernacular.

And finally, there was the president's 'attendance' at the Buenos Aires convention, which we have reported on in this issue. This 'attendance' was also a recorded message; but this time it was delivered in its entirety in Spanish, a language which Mr. Weltner has spoken fluently all of his business life. (Its full text is on Page 25).

Just how effective this electronic 'attendance' has proven to be, is indicated in this excerpt from a letter to Mr. Weltner from Robert L. Graham, managing director in Australia and New Zealand:

"The highlights of our convention were the tape of your Paris convention address and the special tape you made for our convention here...Your Paris talk was just as stupendous in its effect on a warm summer's day in Sydney as it was on that mid-winter occasion in Paris....It was absolutely inspiring, and as Jim Perkins has no doubt told you, our informal discussions after the Convention was over seemed to center around that message of yours to the boys here. It almost seemed as if you were in the room with us."

NEWS FROM THE U. S. BRANCHES



HOLLYWOOD - Roger Smith, who will co-star in Otto Preminger's production, "Hurry Sundown," and Anne Francis at the Paramount Studio cocktail party welcoming producer Blake Edwards to the Year of the Harvest company.

At right is William Castle, producer, whose first thriller will be "The Spirit Is Willing."



FRANK SINATRA has a truly devil-may-care role as a 'pirate' of the 20th century who goes after the richest prize afloat, in "Assault On A Queen."

In a major book promotion reaching more than 10,000 retail U.S. and Canadian outlets, Dell Publishing Company will issue in June the official movie paperback edition of Jack Finney's novel, "Assault on a Queen," which is the basis of Paramount's forthcoming release starring Frank Sinatra and Virna Lisi.

The Dell book will feature dramatic cover art of Sinatra and Miss Lisi, playing up the action and adventure elements in the story of an attempted robbery of the Queen Mary on the high seas.



MILWAUKEE, Wis. - Here's the head of the queue that climbed the hill to see "The Ten Commandments" at the Warner Theatre. Here, as elsewhere, the business was "sensational."

JACKSONVILLE

Hello! It gives me great pleasure to be a new member of this fine branch.

With key cities dated to open in the near future on such product as "The Ten Commandments", "Promise Her Anything", "Night Of The Grizzly", "Paradise, Hawaiian Style", we can readily see branch manager, Fred W. Mathis has not been a man of leisure. We are looking forward to some fabulous summer grosses.

We sincerely enjoyed having Messrs Phil Isaacs and Ed DeBerry visit our office recently.

Our 'kind-hearted and loveable' branch manager was host at a very lovely luncheon for all the girls in the Jax. Branch and Mrs. Mathis.

Cecilia Weeks recently celebrated her birthday, and we all enjoyed the nice cake and coffee she received. Hope you have many many more Ce.!

- Rosa Martin

DES MOINES

Boss Chuck Caligiuri's bowling team finished Number 1 in the Variety Club Bowling League. Jim Phelan, booker helped this team greatly in winning the top spot!

Betty Olson and husband have returned from the Variety Club Convention in London and visits to other various countries. They were royally treated in London and a most wonderful trip was enjoyed by both.

Head booker Joyce Taylor is due to retire from Paramount on June 3rd after 11 years of service, to await the arrival of a "little Taylor". Jim Phelan will now be promoted to head booker.

Mr. Tom Bridge recently spent a few days in our office after a long absence from this part of the country.

Summer has arrived! At least it felt like it with our 90 degree temperature the first part of May.

Business is beginning to pick up with all of the drive-in theatres in full swing after a slow spring start. All employees have been "busy little bees" with PARAMOUNT WEEKS and setting up the forthcoming summer releases. It looks like a great summer.

Obituary

His many friends in Home Office mourn the passing of Bennie Negrin, projectionist, and a Paramounteer for 41 years. Bennie died in New York City on May 7th and was buried from Park West Memorial Chapel on May 9th.

Born in Jannina, Greece, Bennie Negrin joined Paramount in January, 1925, and was a projectionist in the Rialto, Rivoli and Paramount Theatres until 1929, when he became Home

Paramount Studio's Showmanship Seminar

Opening last April 21st, Paramount Studio conducted a specially-planned advertising and publicity seminar for National General Corporation's fourth Theatre Manager Training Program. Bob Goodfried, Paramount's studio publicity director, headed the session designed to educate the NGC men in motion picture studio advertising-publicity operations and create the understanding necessary for close studio-exhibitor relations. Assisting Goodfried were publicity manager, Ed Fisher; trailer dept. head, Lou Harris; and Western field representative, Henry Ehrlich. Participating for National General were advertising-publicity director, Joe Vleck; staff members Pete Latsis, Zita Walsh and Warren Maus; and the training program's director, Fox West Coast Theatre's Southern California district manager Harold Wyatt.



From left: Bernard Donnenfeld, Ed Fisher, Howard W. Koch, studio and production head; Bob Goodfried and Lou Harris.



At left, Bob Goodfried addressing the seminar. At right, showmanship hints and philosophy from Henry Ehrlich.

In connection with the above showmanship news item from the studio, Hollywood Daily Variety of April 22nd began its report on the event as follows:

"Paramount's studio publicity department has abandoned the use of the word 'exploitation' in connection with pushing pix, because of the 'bad connotation.' Instead the term 'merchandising' is used. So said Par studio publicity director Bob Goodfried in addressing 20 manager trainees from National General Corp. yesterday on the lot....."

Paramount World abandoned use of the unpleasant word years ago for the same reason.

BE SURE AND READ THE ANNOUNCEMENT ABOUT PARAMOUNT'S TWO (2) ENTRIES IN THE CANNES FILM FESTIVAL ON THE BACK COVER (Page 40).

Office projectionist.

He is survived by his wife, and by two daughters and a son, all married.

Bennie will be greatly missed, for he had a wonderful sense of humor that was heard in the projection room. If Bennie liked a picture, it was bound to be a hit.

Significant observation on an element which contributed materially to the success of the convention:

".....All sessions, as I said previously, had tremendous participation and the ball bounced back and forth between everyone on the dais and the individual delegates...."

Guenter Schack

LATIN AMERICAN CONVENTION

As had become precedential in this series of international meetings, the delegates were exposed to a massive wealth of that priceless ingredient -- completed motion pictures.

The beginning, at the end of the first morning, was the screening of the multi-reel Product film. This took place in the Petit Opera, the private theatre of the Lococo organization. The film received a rapturous reception.

In this same setting, after lunch, there was a screening of "The Spy Who Came In From The Cold," and again there was rapture.

The morning of the second day, in the Metropolitan, key Lococo house, footage from "Nevada Smith" and "Is Paris Burning?" was screened. At the end of the latter - and since he had been so close to the film's making - Ricky Michaud was asked by Mr. Perkins to talk from the heart about this most important film. This Mr. Michaud did in the same spellbinding fashion of Luigi Luraschi at the Paris convention.

Then in succession, at other screenings, the delegates were thrilled by showings of "The Oscar," "Judith" and "The Last of the Secret Agents?"

Manuel Alonso's Fine Contribution

That the delegates to the Buenos Aires gathering were provided with a wealth of attention-catching printed material to help them in their showmanship and sales, was due in a large measure to the splendid work in Mexico City on the part of Manuel



Alonso, publicist MANUEL ALONSO extraordinary. Among other things, Manuel prepared a special Latin American supplement to the Product Book "Paramount 1966," which also included other Paramount releases not yet in release in Latin America. He also prepared a great deal of other material which was inserted in the massive working kits.



Convention Quote.....

"We have a great investment in terms of people and money. I deliberately chose this order -- "People" and "Money" -- because it is my philosophy that you can always get the money provided you have the right people!"

- Henri Michaud

One of the striking features on view at convention headquarters was this "Is Paris Burning?" 'museum,' constructed in the spirit of the one which was hugely successful at the Paris meeting.

Buenos Aires press reporters, columnists and editors of the film industry publications found the 'museum' to be of extraordinary interest and accorded it considerable space.

THE BUENOS AIRES CONVENTION CERTAINLY MADE IT FOUR 'HOMERS' IN A ROW.



At the Gaucho Party in Mr. Clemente Lococo's home, the delegates were entertained by dancers doing the Malambo.

RIGHT

At the party in the Sanz home, Mr. and Mrs. Andrés Sanz introduce their daughters, Lindy (left) and Mary Carol to Mr. Perkins.



We have so many good pictures from Argentina that we are compelled to announce that at least a page of Convention pix will be included in next month's issue.

All of the product news and screening information reported above tied in magnificently with this statement in the concluding phase of Mr. Perkins' keynote address: "....The tools have been given to us. I know I can count on all of you to use these tools as the dedicated and experienced film men which you are...I know you will rise to this challenge in the high and confident spirit for which the Latin American Division is justly famous."

Convention Quote.....

"There are no all-purpose tools in our medium, as you well know. What looks great in one situation may fail to do the job in another. How you use the tools we have prepared for you, and the ideas, locally --- How you can best adapt them to your own requirements --- This is your responsibility. It is a great and wonderful challenge...."

- Guenter Schack



LONDON - Attending a special screening of "Alfie" for ABCinemas' managers and press reps. were, from left: Murray Melvin and John Gilbert (of the comedy's cast), J.W. Bacon, ABC Beckenham; Julia Foster (of the cast); H. E. Collier, ABC Croydon; R.F. Andrews, Ritz, Balham; W.H. Woodroffe, Regal, Putney.

"ALFIE" IS THE DARLING OF BRITAIN --- A CHAMPION OF CHAMPIONS

AAAAAAAAAA

Perhaps the most unprecedented announcement in connection with the London Plaza engagement of "Alfie" is the fact that on May 2nd the London picturegoing world was advised that the comedy starring Michael Caine has been scheduled for an extra five weeks, through June 8th. This will give "Alfie" a beyond-all-precedent 11-weeks run at the famous cinema.

This announcement caps a flow of business cables, letters and phone calls quite beyond anything in film history, either for Paramount or any other company.

Here is a quick précis of announced highspots:

(April 8): "...registered an all-time second week gross."

(April 9): ".....The Lewis Gilbert production for Paramount has been creating more talk and controversy than any film released in England in the past several years..."

(April 14): "...an all-time third week Plaza record..."

(April 18): "While continuing to break Plaza records, 'Alfie' has broken opening-day records also at ABC's Fulham Road, Edgeware Road, Maidstone and Chatham Theatres."

(April 18): "First four days of 4th Plaza week record-topping, despite blizzard..."

(April 19): "Still the champion of champions at Plaza."

"Funeral In Berlin" Is In Production....

MICHAEL CAINE, fresh from his "Alfie" triumph in England, has had a busy April and part of May (including that trip to Cannes to be present at the triumph of "Alfie" at the Festival), and is now completing the German sequences (two of which are shown at right), of "Funeral In Berlin. These two scenes are indicative of the film's suspense-thrill-ness.

(April 21): "Completion of 4th week also a 4th week record for the Plaza....."

(April 25): "....'Alfie' in its fifth week continues to perform outstandingly, heading for another record. All ABC theatres report excellent 2nd week business...."

(April 29): "...We have already run out of words to describe the performance of this film at the Plaza. The 4th week's gross was an unheard-of figure, followed by an equally breathtaking 5th week, eclipsing all previous records. Based on this phenomenal performance, the engagement has been extended at least three weeks beyond the originally scheduled 8."

"Alfie" was shown at the Cannes Film Festival the night of May 9th. Bosley Crowther, top film critic of The New York Times, reporting from Cannes, called Paramount's "Alfie" the "festival's first hit." Judging of winners will be last week in May.

A Letter in the True Spirit of "Alfie"

London
31st March, 1966

Dear Mr. Weltner,

We are all very thrilled over here, at "Alfie"'s record-breaking week at the Plaza. We hope that this is an indication for the future.

The film opened to a great press, but it is principally about the Premiere and the Party, that I am writing to you. I would just like to praise the way in which Paramount handled the launching of this picture in England. There has not been so much publicity on a motion picture, for a long, long time.

Russ Hadley and Howard Harrison always believed in it from the rough cut stage, and they really got behind the launching. The Premiere and Party, which were handled by your Publicity Department, was considered to be the Show Business Event of the Year, and many papers said this.

Jerry Lewis and his department worked tremendously hard and with great imagination. I only hope that we can have a similar opening in New York.

I would like to finish with a special Thank-you to Howard Koch. I have made films for all the major American companies, but never have I worked with the head of a Studio who was so generous in his enthusiasm, and yet so obviously knowledgeable on the production of a motion picture.

At the moment I am doing the next James Bond picture, and then I go to Columbia. But I would like to say how much I enjoyed my stay with Paramount, and I hope that we can renew our association in the future.

(sgd.) Lewis Gilbert

Mr. Gilbert is a director of Shelldrake Films Limited, of 17, Shelldrake Place, London, W.8. He was the producer of "Alfie" in association with Paramount British Productions.



Sing Sing Screening of "T. T. C."

On Easter Sunday last, in Sing Sing Prison at Ossining, New York, one of the best-known penitentiaries in the world, more than 1,000 of the inmates witnessed a special screening of "The Ten Commandments" in the prison chapel.

The unusual event got very fine newspaper coverage, The New York Herald-Tribune giving it a five-column story with banner headline and 3-column scene still of Charlton Heston as Moses.

Herald-Tribune writer Seymour Krim noted that the audience was "gripped to silence" as it identified with the film and its depiction of the Jews' search for a messiah "to deliver them from the impotence of their plight."

THE TRIUMPHANT RETURN OF "THE TEN COMMANDMENTS"

BELOW

MONTREAL, Canada - Here is just about the best pictorial-editorial report on "The Ten Commandments" to date. It concerns the Capitol Theatre here, and represents the 'biggest quadrilateral queue' in recent cinema history.

(A 'quadrilateral queue,' we should add, is one which starts off in one direction, then makes four successive right-hand turns, and meets itself at the source again).



CHICAGO - Noonday queue on Good Friday (April 8th) at the Roosevelt Theatre. House management reported that the continuing crowds far exceeded any produced by "Goldfinger," which apparently was the former house yardstick of records. Massive crowds attracted by the DeMille production continued far beyond the Easter season.



TORONTO, Canada - Success of "The Ten Commandments" at Famous Players' Imperial has been many degrees beyond 'sensational.' Here are two parts of one of the better queues, explained in the following fashion by field advertising and publicity manager Win Barron: "Lines at the Imperial run up Yonge Street and around onto Dundas Square, then across the Square to Victoria Street. One picture shows the line turning from Yonge into Dundas, but there wasn't enough light to catch the continuation of the lines. With only two performances on the opening Sunday, 'The Ten Commandments' walked off with the house record for the day."

UNPARALLELED TRIBUTE BY CLEVELAND CRITIC

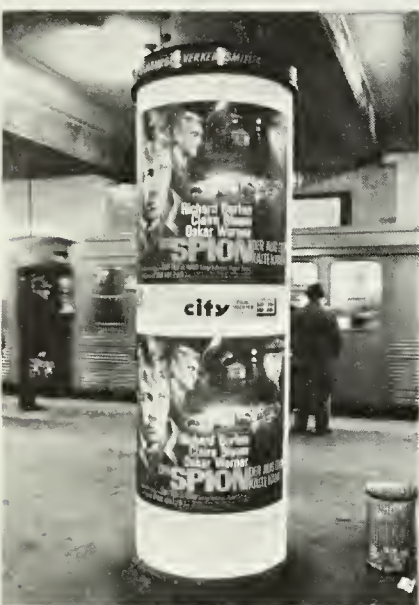
CLEVELAND - For the first time within memory, two Cleveland newspapers have run reviews for the return engagement of a motion picture, Cecil B. DeMille's "The Ten Commandments," which is breaking records at the Allen Theatre.

In a lengthy review in the Cleveland Sun-Press, critic Arthur Spaeth wrote of the Paramount release that "as I said ten years ago and obviously am not going to recant now, 'The Ten Commandments' is the late Cecil Blount DeMille's spectacular masterpiece. I genuflected then and still do to the master of the spectacle."

The Cleveland Press saw fit to run its original review of the epic spectacle by the late Omar Ranney.

(MORE NEWS OF "THE TEN COMMANDMENTS"
SPREAD THROUGHOUT THE ISSUE)





HAMBURG - Striking ad pillar for "The Spy Who Came In From The Cold" in the Stephansplatz Station of this city's underground railway.



BASEL, Switzerland - Audience-attracting facade of the Capitol Theatre in the interests of "Sands of the Kalahari."

A smart girl is one who knows how to play golf, tennis, the piano, and dumb.

DUSSELDORF - This city corner, photographed on successive weeks, is just about entitled to be named for Paramount, what with so much attention being given it by "The Spy Who Came In From The Cold," "Judith," "The Sons of Katie Elder" and "Boeing Boeing." All four pictures are doing extraordinarily well throughout Germany.

DAS UNAUFHÖRLICHE WUNDER VON "DIE ZEHN GEBOTE" ::::

Als Cecil B. DeMille "DIE ZEHN GEBOTE" für Paramount schuf, brachte er unserer Gesellschaft den größten Prestige- und Geschäftserfolg aller Zeiten. Dieser großartige Film entsprach seit seinem Start 1956 den von uns in ihn gesetzten Erwartungen voll und ganz, und als er aus dem Verleih gezogen wurde, begann ein Zeitabschnitt, in dem wir uns alle danach sehnten, diesen hervorragenden Film noch einmal einer erwartungsvollen Welt zu präsentieren, einer Welt mit einem riesigen Publikum, das inzwischen älter geworden war, dem Publikum, das den Film beim ersten Mal verpaßt hatte, und nun verzweifelt auf eine neue Möglichkeit wartete ihn zu sehen; dem Publikum, das ihn bereits einmal gesehen hatte, und nun erneut zu sehen wünschte. Jetzt ist die Zeit gekommen - und, siehe da! mit ihr ein neues Wunder! In wirklich jedem Theater, in dem der Film während der letzten Monate in den USA und Kanada angelaufen ist, hat er die Rekorde des Originaleinsatzes erschüttert. Das kann man nicht den erhöhten Eintrittspreisen zuschreiben, denn zu beiden Zeitpunkten lagen sie nahezu auf gleicher Ebene. Nein! Wieder einmal sind "DIE ZEHN GEBOTE" von Cecil B. DeMille der größte und anhaltendste Film aller Zeiten. Und im nächsten Jahr, wenn "DIE ZEHN GEBOTE" auf dem internationalen Markt plazierte werden, wird sämtlichen Abteilungen der Paramount in aller Welt die einzigartige Möglichkeit gegeben werden, zu beweisen, daß dieser Film sogar die Rekordzahlen, die vor fast einem Jahrzehnt aufgestellt

wurden, brechen kann, und noch bessere Resultate erzielen wird, als hier in Amerika, die uns zur Zeit hell auf begeistern.

In dieser Ausgabe berichten wir von der vierten und letzten Internationalen Paramount Verkaufstagung in Süd Amerika. Von den gegebenen Beweisen wird ersichtlich, daß auch dort in bester Paramount Tradition Enthusiasmus, Unternehmungsgeist und Interesse vorherrscht. Unter der forcierten Leitung des Süd-Amerika-Managers, Henry B. Gordon, und mit den Herren J.E. Perkins, M. Goldstein und Guenter Schack, die als Sondergäste von New York anwesend waren, trug die Buenos Aires-Tagung dazu bei, der Filmindustrie von Süd- und Mittel-Amerika zu beweisen, daß Paramount alle Qualitäten einer konkurrenzlosen Führung besitzt.

Die Welt besaß noch nie, und wird wohl auch niemals genug großartiger Komiker und vorzüglicher Komikerpaare besitzen. Glücklicherweise hatte Paramount in den vergangenen Jahren einige der größten Komikerpaare, und glücklicherweise haben wir wieder ein neues, phantastisches Gespann in Marty Allen und Steve Rossi. Ihre erste Paramount-Komödie "DIE 'ALLERLETZTEN' GEHEIMAGENTEN?" hat bereits in den USA einen dynamischen Erfolg ausgelöst, und da nun einmal das Lachen international ist, sind wir überaus zuversichtlich, daß sich dieser Erfolg sehr schnell in der ganzen Welt ausbreiten wird, denn was haben wir in unserer Welt nötiger als gutes und herzhaftes Lachen?

Zwei derzeitige Paramount-Produktionen, die große Verkaufsanstrengungen verdienen, sind "DIE TODES-RANCH" mit Clint Walker und Martha Hyer in den Hauptrollen, und "WYOMING-BRAVADOS", ein A.C. Lyles-Western mit einer Besetzung, wie sie für seine Action-Filme schon berühmt ist. Beide Filme sind klare, spannende Filmunterhaltung. Das Publikum in der ganzen Welt wird diese Filme akzeptieren, sie sind bestes Kino im wahrsten Sinne des Wortes. Sie verdienen Ihre größte Aufmerksamkeit.

Und dann ist da "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN": einfach der sensationellste Film seiner Art, der jemals bei Paramount oder einer anderen Gesellschaft erschienen ist.

Was für ein wundervolles Jahr haben wir!

DUSSELDORF - The perfect link: joining outdoor advertising and newspaper advertising so as to make the appeal to see "The Spy Who Came In From The Cold" absolutely irresistible.



FILM EVENTS IN BRITAIN



LONDON - During a one-day stop-over in London following a business trip to Europe, Paramount president George Weltner and a group of top company executives were guests of honour at a luncheon held at Mirabelle Restaurant. Guests are, from Mr. Weltner's left: Russell W. Hadley, Jr.; Charles G. Bluhdorn; Donald Peverett; Martin Davis; Gerry Lewis; Henri Michaud; Hugh Corne; John Adamson; Leslie Pound; Max Gayton; Norman Pratt; Leslie Jones (out of picture); Michael Ewin; Leslie Flitcroft; Howard Harrison; Howard W. Koch; Peter M. Reed.



LONDON - During the recent 39th Variety Clubs convention, guests at the inaugural function held at the Dorchester Hotel included Russell W. Hadley, Jr., Paramount managing director (second from left), William Cartlidge, assistant managing director of Associated British Cinemas (left), and Mr. and Mrs. Gene Klein. Mr. Klein is president of National General Corporation of Los Angeles.



Another shot of some of the visitors and hosts, this time at London Airport. From left: Gerry Lewis, Henri Michaud, Peter M. Reed, Martin Davis, Howard W. Koch, Russell W. Hadley, Jr., Howard Harrison, Mrs. Howard W. Koch, Charles G. Bluhdorn, George Weltner.

50 Wonderful Paramount Years



After 50 years with the company, ill health has forced George Hawksbee to retire from Paramount.

In wishing the popular Cardiff branch manager well for the future, managing director Russell W. Hadley, Jr. said: "We greatly regret his going, and can only say that it leaves a great gap in the Paramount ranks. We will miss him, but our best wishes go with George in his well-earned retirement."

George Hawksbee joined Paramount in April 1916 as a despatch boy in Wardour Street. He was promoted to assistant despatch manager at the end of 1919. He transferred to Cardiff as despatch manager in January 1920.

He became a salesman in 1934. His work with the company was interrupted in 1942 when he joined the Forces. George took part in the Normandy invasion and was subsequently slightly injured in Belgium. He served 19 months active service overseas.

George rejoined Paramount in February, 1946. He was promoted to Cardiff branch manager in August 1947.



GEORGE HAWKSBEЕ



LONDON AIRPORT - Russell W. Hadley, Jr., at left, greets Charles G. Bluhdorn (centre) and Paramount president George Weltner as they arrive from Paris for a one-day business visit en route back to New York. Mr. Bluhdorn recently was elected a member of the Board of Directors of Paramount Pictures Corporation.

Peter Reed a Director

Peter M. Reed, popular general sales manager of Paramount, has been made a director of Paramount Film Service, Ltd. In making the announcement, managing director Russell W. Hadley, Jr., said "We are delighted to have Peter on the Board. His integrity and awareness of the industry makes him a valued colleague and friend."

Peter Reed entered the film industry in 1936, joining Paramount as West of England representative after leaving United Artists in 1950. He was promoted to assistant to the sales executive in 1955. That position was retained until he was made general sales manager in July, 1963.

Peter's career was interrupted by the war when, as a member of the RAF he flew with Bomber Command. He was shot down over Germany and was a prisoner of war until demobilization and transfer to flying reserve.



(at left)
PETER M. REED

Magnificent!

Every once in a while we receive a showmanship campaign so fine that we feel sure we cannot do it editorial justice. Such a one is the campaign for "Red Line 7000" in Japan.

Packed into 2 books which we know will thrill the Studio and producer Howard Hawks, the line-up of publicity and public relations accomplishments is virtually without a parallel, and reflects nothing but the highest possible credit on publicity manager T. Komaki and his staff of fellow workers.

Evidence of this work is spread throughout the current issue.



TOKYO - No channel of information was overlooked in the showmanship campaign for "Red Line 7000." There was even a page (above) in Motion Picture and TV Engineering, official publication of the Motion Picture and Television Society of Japan, Inc. Emphasis here was on the technique of making the auto-racing thriller.

You can live much longer if you quit everything that makes you want to live longer.

セル・B・デシルが一九五六年に「十戒」を本社作品として製作したとき、彼はわが社に本社がいままで体験した最高の威信と財政的成功とをもたらした。この偉大な映画は上映された数ヶ年の間中すばらしい興行成績を収めた。だから、この映画の上映が打切られてからというのは、本社にはたらく人間誰しもの間でこの映画を待ち望む世界——この映画の上映が停止されている間に成人してしまつたファンがたくざんいる——にこの巨篇をもう一度提供して見たいと願つた時代がはじまつたのである。そしてその待ちに待つた日がついにやつてきた——しかも見給え、我々は新しい奇蹟をもつたのである。事実、先月この映画が米・加で公開された際、全ケースに於て、今度の興行は最初の興行が樹立した記録を打ち破つたのである。この現象は入場料金の値上げによるものではない。なぜならば、昔の興行でも今度の興行でも、ロードショーの基準料金が適用された。だから、一九

相つづく「十戒」の奇蹟

五六年も、一九六六年も入場料金は実質的に全く同じなのである。そうではない。今起りつつあることは、セシル・Ｂ・デミルの作になる「十戒」は、またもや、いかなる時代を通じてもっとも偉大且つ底力のあふれる作品であることを証明したのである。故に、来年「十戒」が国際市場で公開された暁には、バ社の国際部門は、この大作が海外でも十年前に樹立した興行記録を更新することができるとを証明する貴重なチャンスをもつことになるし、また事実、現在バ社の首脳陣を喜ばせつつある米国内の成績よりもさらに立派な成績を記録できる可能性も十分にある。

我々は本号で四番目でしかも最後のバラマウント・インターナショナル営業会議につまり、ラン・アメリカ地区のーについて報告する。我々のもとによせられた報告から判断して、この会議も情熱と高い企業心と興味が横溢しバラマウント・インターナショナルの伝統に背かない立派な会議と

なつたことは明らかである。ラン・アメリカ地区支配人ヘンリー・B・ゴードン氏の精力的な指揮のもとに、ニューヨークからJ・E・パーキンス、ミルトン・ゴールドスタイン、グエンター・シャークの三氏を特別賓賓に迎えて開かれたこのブエノス・アイレスの催しは、南及び中央アメリカスの映画界に、バ社が今後業界に於ける絶対的な主導権を握るために必要なあらゆる素質を示していることを、強力な証拠を用意して有したのである。

世界はこれまで偉大な喜劇俳優あるいは喜劇チームを十二分にもった経験はなかったし、おそらく今後のもつことはないだろう。バ社が過去にいくつかのもつともすぐれた喜劇チームをもち得たことは非常な幸運であつたと同時に、偉大な新チーム、マーティ・アレンとスチーブ・ロッシを傘下にもてることは非常な幸運である。二人の最初のバラマウント喜劇「秘密諜報部員の最後」は、すでにアメリカの興行に於て圧倒的な成功をもつて迎えられている。笑いは世界共通なので、この成功が地球全体をもたちまちおおってしまうのではないか、という期待も十分にもてる。なぜなら、世

底からの笑いだからである。

最近作品の出来ばえがそのセールス効果
を大いに助けているのではないかと思われ
る作品が、クリント・ウォーカー、マーサ
ー・ハイヤー共演の「おおぐまの夜」とオ
ール・スター・キャストでえがかれるA・
C・ライルス製作の西部劇「ワコー」の二
作品である。両作品とも内容は単純明快
で、アクションが豊富にあり、難しい問題
は全然ない。この二作品は理解しやすいい
し、娯楽的な見地からしてもとても楽しい
作品だから、きっと世界中いたるところの
誰からも愛されるにちがいない。どうか最
善の努力を払われることを望む。

以上に加えて「アルフィー」がある。こ
の映画は、バ社、あるいはバ社以外のいか
なる映画会社によって配給された映画の中
で、きわめて容易にもっともセンセーシ
onalな作品となり得る作品である。

今年是我々にとって何というすばらしい
年になりつつあることだろう。

THIS COLUMN MISSED THE APRIL ISSUE

快調裡につづけられる

一連の
パ
社
国
際
会
議

パ社の四大国際会議のうちの三番目がこのほど無事に幕を閉じたが、シドニーからの報告によれば、このオーストラリア・ニュージランド合同会議は、本年一月にパリで、また二月に香港で夫々開催された会議に劣らぬすばらしい成果をおさめたといわれる。パラマウント・インターナショナル社長ジェームス・E・パーキンス氏の出席を得て開かれたこのシドニー会議は、大きな興奮の中で行われ、パ社史上最高の陣容の優秀作品と、パ社の偉大且つ発展性のある将来に最高の熱情と信頼がよせられた。パラマウント・ワールドの本号は、この会議の模様を、写真を十分に用いて、詳細に報告してある。

本号のもう一つの大きな説物は、世界の各地から続々と入ってくる「寒い国から帰

ったスパイ」の成功を示す証拠の大きな流れである。この成功は、ただのありきたりの成功ではなく、真正正銘の大成功である。なぜならこの映画は、我々が記憶できないほど多くのケースで、何年もつづいてきた劇場の興収記録を破りつつあるからである。「スパイ」はかけ値なしに偉大な金の卵であり、我々は世界各地のパ社々員がこの事実を認識して、この映画を売らんがために能うかぎりの努力を払うことを望むものである。

本号を二回あるいは三回お読みになれば、諸賢はその中に胸を躍らせるニュースが実に豊富に含まれていることにお気づきになるだろう。我々が、製作開始前また撮入後も、何ヶ月にも互って話題にしてきた数々の作品が、各地のパ社営業人の胸をト

キめかせるような形で次々と完成しはじめたからである。これ自体が耳よりのニュースであるが、それ以外にも新しい原作の映画権獲得やヘンリー・ハサウェイのような経験と信頼のあるプロデューサー（彼はパ社のために「ネバダ・スミス」級の作品をあと四本製作する）の新しい企画や、デヴィッド・ジャンセンとウィリアム・キャッツブルのコンビによる企画！その詳細については別頁を参照等に関するニュースがいっぱいある。また、オットー・プレミンジャールの新作「日没より早く」は配役が全部決り、来月下旬に撮影開始の予定である。以上は、パ社の肉と力となり、パ社の業界に於ける指導的な地位をさらに確実化する出来事のごく一部を紹介したにすぎない。

ここでパ社が今年製作、配給する矩篇の「優秀さについてあらためて諸賢の注意を喚起したい。我々は優秀作品をより多く提供するとする」というパ社の方針によって、バラエティにとんだ優秀な矩篇を配給し得る立場にあり、パ社の矩篇漫画の娯楽価値も一段と向上した。矩篇は我々の配給活動に欠くことのできない一部であり、全営業関係者は矩篇の取扱いは特別の配慮をもつことを

パラマウント・インターナショナル社長
のジュームス・E・パーキンス氏が、この
ほど極東、オーストラリアとニュージラ
ンドへの大がかりな旅行から帰ってきた。
本号には、彼の活動をつたえる写真を数多
く掲載した。彼は今月下旬、今年四番目
でしかも最後の営業会議に出席のため、ブ
エノスアイレスに向う。この催しの模様
は、次号で大段に報道する。

日取は不明だが四月にはパラマウント・
インターナショナルの世界に跨る営業所の
最新のリストができ上る。このリストは、
パ社の営業所の全住所及び営業責任者の氏
名を記載する。本リストを入取次第、以前
のものは全部破棄願いたい。

最後に「パリは燃えているか?」の最新
のニュースをおたえすると、この映画は
どの点から見ても七月には完成する予定
で、その頃までにはこの巨篇のワールド・
プレミアの完全な計画もでき上る見通し
である。

ナル社
が、この
一ジラ
てきた。
真を数多
四番目で
め、プエ
模様は、
シント・
営業所の
ストは、
任者の氏
第、以前
「の最新
の映画は
る予定
ールド・
見通して

RED LINE 7000

スタートの旗は遂にふられた！ 愈々本日より！

「ハタリ」の「バスタード・ホークス監督が贈る 北の雄略を突進して暴走する世紀のストックカー・レースの二大イベント！」

本26日より！大 暴 走
絶頂好演前夜中！Don Show
（自動車運転免許証・持参の方大歓迎）
10時10分～13時0分 13時10分～15時0分

バスタード・ホークス監督が贈る

Sports Japan 3/26

バスタード・ホークス監督が贈る

ロラ・デボン
ジェイムス・ウォン
ゲイル・ハイン
小ロバート・クロフォード
マリアンナ・ヒル

FILM EVENTS IN THE FAR EAST

13



MANILA, Philippines - Paramount International president James E. Perkins, in the office of Philippines manager A.S. Velasquez (centre), is shown stressing a very important dramatic point to Joe Quirino, Manila Times-Daily Mirror ace columnist and film censor. Incident occurred during Mr. Perkins' recent sales and business survey of the Far East territories.

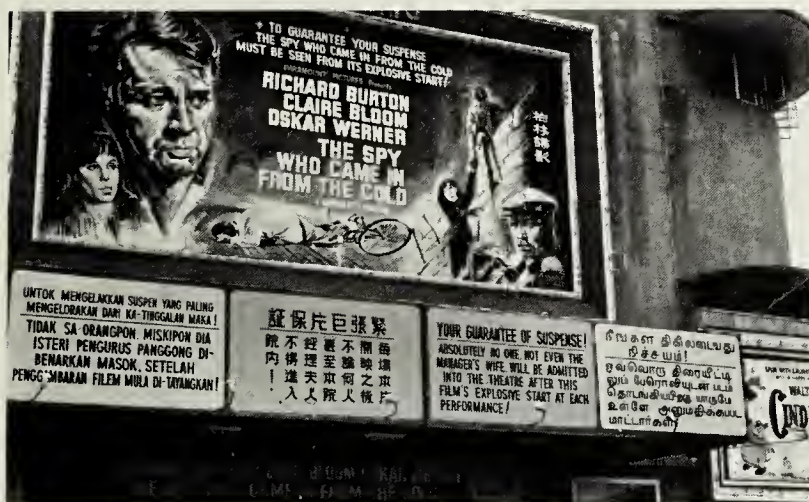


TOM BOWDEN, former Paramount internal auditor for Australia and New Zealand, has been appointed internal auditor for the Far East Division. He will headquarter in Hong Kong in the offices of Far East division manager Svend A. Henriksen.

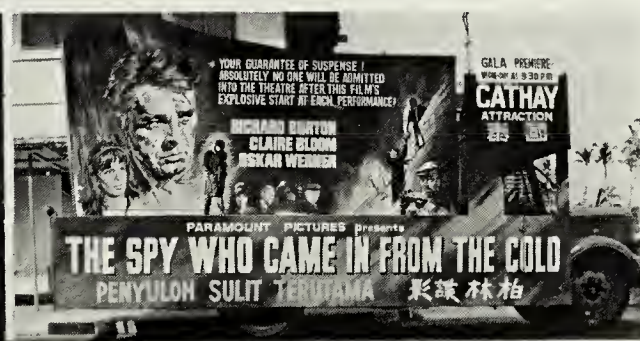
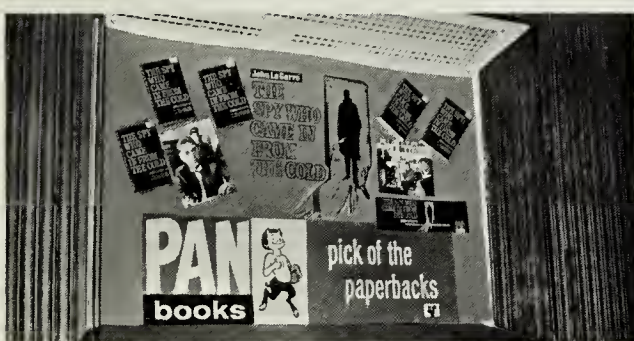
Tom was Australia-New Zealand auditor from 1955 until his new appointment. He joined Paramount as a clerk in 1928, later becoming accountant in Perth. From there he was made Head Office accountant, and then internal auditor. He will be joined later in the Far East by Mrs. Bowden.



TAIPEI, Taiwan - Striking three-dimensional display for "Boeing Boeing" at the Ambassador Theatre. Far East division manager Svend A. Henriksen reports the rip-roaring comedy as doing "excellent business."



SINGAPORE - The main face of the Cathay's marquee warned the picturegoing public in four languages (Malay, Chinese, English and Hindu) that no one would be admitted to the theatre after the explosive start of "The Spy Who Came In From The Cold."



SINGAPORE - Right after the Cathay opening of "The Spy," Paramount manager Yuan Kao cabled Milton Goldstein to the effect that the April 6th premiere was a great success, stressing the fact that the dress circle of the Cathay was filled to capacity, this being an important yardstick. He added that the audience reaction was 'excellent,' and the press reviews, 'sensational.' Shown above are a Cathay lobby display of the Pan Books edition of the espionage novel, and one of the decorated trucks which toured Singapore's streets.

SAIGON, Vietnam - At right is the front of the Palace Theatre, with a most impressive sign for "Blood and Roses." Picture played simultaneously at the Rex, and Paramount manager Tang Vinh Trach reported excellent business on the supernatural-themed thriller. Continuation of business in spite of turbulent local conditions,



is indicated by the poster display in the Rex for "Hatari!", "The Carpetbaggers," "Zulu" and "Come Blow Your Horn." Good movies will always prevail.



MANILA, Philippines - On March 1, at the Timberland Hotel, Paramount held a press luncheon in honor of Guenter Schack, Paramount International's advertising and publicity director. The honoree was presented to the press by Paramount manager A.S. Velasquez and Ric Javier, publicist. Representing local dailies and magazines were: Joe Quirino, Daily Mirror columnist and film censor; Andy Salao, movie editor of Show Magazine; Eric Giron, movie editor, Daily Mirror Magazine; Jose Mari Cavana, movie editor Fanfare Magazine; Douglas Quijano, writer for The Nation Magazine; Ding Nollado, Philippine Free Press; Fabian Go, Movie World; S. Dacanay, movie editor, Philippines Herald; Frankie Clemente, Kislap and Show Magazine; Danny Villanueva, movie editor, The Nation; Armando Agra, Philippines Herald; Fred Marcos, Evening News; Joe Pangilinan, The Manila Chronicle; Teddy Lim, Manila Daily Bulletin; A. Rivera, Liwayway Magazine.

PARIS - Paramount president George Weltner introduces Rene Clement, director of "Is Paris Burning?", to Mr. and Mrs. Charles G. Bluhdorn at the special screening of the mighty film. In centre is Henri Michaud.

Mr. Bluhdorn recently was elected a member of the Board of Paramount Pictures Corporation.



UN FILM ETERNELLEMENT MIRACULEUX "LES DIX COMMANDEMENTS" *****

Lorsque Cecil B. DeMille a fait "LES DIX COMMANDEMENTS" en 1956, film que Paramount a distribué, il a permis à notre Société d'obtenir le plus grand succès à la fois de prestige et d'argent que Paramount ait jamais connu. Cette extraordinaire production a triomphé magnifiquement pendant le nombre d'années prescrit. Puis le film a été retiré de la circulation. Alors a commencé la période pendant laquelle nous attendions tous de présenter, de nouveau, ce film admirable au monde impatient. Un monde réunissant un vaste public composé, soit de personnes trop jeunes pour avoir vu le film au moment de sa première sortie, soit des personnes qui l'avaient manqué et qui voulaient profiter de sa reprise pour réparer cette omission, soit enfin des personnes qui l'avaient déjà applaudi et qui voulaient le revoir. Ce temps est enfin venu et, sachez-le, un nouveau miracle vient de se produire pour nous. Quand le film est repassé le mois dernier sur les écrans des Etats-Unis et du Canada, les recettes qu'il a faites ont généralement battu les records établis lors de sa première sortie. Voilà des résultats qui ne peuvent pas être attribués à l'augmentation du prix des places car, dans les deux cas, les tarifs pratiqués lors de la première présentation étaient ceux des premières exclusivités exceptionnelles. Or, en 1956 et en 1966, les prix sont restés à peu près les mêmes. Par conséquent, la répétition de cet incroyable succès est dû au fait que "LES DIX COMMANDEMENTS", film porté à l'écran par Cecil B. DeMille, reste le plus grand et le plus éternel film de tous les temps. Et, l'an prochain, quand "LES DIX COMMANDEMENTS" ressortira sur le marché international, la Division Internationale de Paramount aura l'occasion inappréciable de prouver que, dans ces territoires également, cette production peut battre les records établis il y a environ dix ans et même obtenir encore de meilleures recettes que sur le marché américain, recettes qui actuellement enchantent les directeurs de notre société.

Dans ce numéro, nous donnons un compte-rendu de la quatrième et dernière convention internationale de ventes de Paramount : celle de la division sud-américaine. Il est évident, d'après les témoignages qui nous sont parvenus, que cette



ANTWERP, Belgium - A most admirable display for "Judith" over the entrance to the Metro Theatre here. Surge at the boxoffice is an index to the film's success.

convention a suscité l'intérêt et l'enthousiasme qui créent le climat dynamique conforme aux meilleures traditions de Paramount. Sous la conduite énergique de Henri B. Gordon, Directeur divisionnaire de l'Amérique Latine, et en présence de Messrs. J.E. Perkins, M. Goldstein et Guenter Schack venus spécialement de New York, ainsi que de M. Henri Michaud, de Paris, la réunion de Buenos-Ayres a amplement prouvé à l'industrie cinématographique d'Amérique du Sud et d'Amérique Centrale que Paramount avait toutes les qualités requises pour tenir incontestablement la tête du peloton.

Le monde n'a jamais eu, et probablement ne pourra jamais avoir, une trop grande quantité de grands comédiens et de bonnes équipes comiques. Paramount a eu la chance d'avoir, dans le passé, les meilleures équipes de comiques. Et, aujourd'hui nous avons l'extrême bonheur d'avoir une nouvelle équipe extraordinaire d'acteurs comiques : Marty Allen et Steve Rossi. Leur première comédie Paramount "LES DERNIERS DES AGENTS SECRETS ?" a déjà remporté un formidable succès quand elle a été montrée aux Etats-Unis. Or, comme le rire



PARIS - One of the many queues for "Judith" at the Paramount. (See top of page)

est universel, il y a gros à parier que leur succès va rapidement gagner le monde entier, car, en vérité, le monde a vraiment besoin de rire !

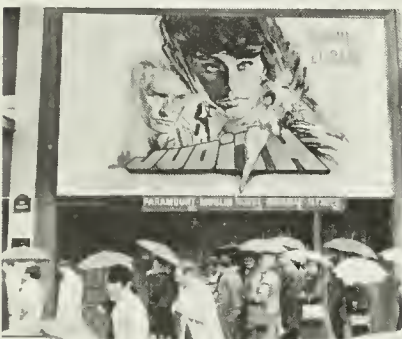
Deux productions Paramount qui méritent de grands efforts au point de vue vente : ce sont "THE NIGHT OF THE GRIZZLY" interprété par deux vedettes : Clint Walker et Martha Hyer, et "WACO" un Western de A.C. Lyles, qui réunit une distribution d'acteurs remarquables qui ont fait la grande popularité de M. Lyles. Ces deux films sont du vrai cinéma plein d'action. Ni l'un, ni l'autre ne posent de problèmes. Le public du monde entier les aimera parce qu'ils sont faciles à comprendre et qu'ils présentent un caractère fort attractif. Consacrez-leur vos meilleurs efforts.

Et puis, il y a "ALFIE" qui est, sans contredit, un des films les plus sensationnels qui ait jamais été distribué par Paramount ou par n'importe quel autre société.

Quelle merveilleuse année nous avons !



HOLLYWOOD - Jennie Dhont, filmland representative of Belgium's Cine Revue with Elke Sommer (of "The Oscar") at the Paramount studio cocktail party welcoming producer Blake Edwards to the company's product powerforce.



PARIS - Parasol queue for "Judith" outside the executive entrance to Paramount's headquarters (which are in the same building as the Paramount Theatre). Note the four theatres listed as showing the Sophia Loren film.

RIGHT

BRUSSELS - Front of the Vendome Theatre with a queue for "The Spy Who Came In From The Cold." The Vendome is one of the four Brussels theatres which released "The Spy" day-and-date. Paramount manager Paul Delvigne has particularly accented the queue, saying: "A queue is something seldom seen these days in front of a Brussels cinema."

Other three theatres releasing "The Spy" were the Scala, Plaza, Avenue.



Europe is that vast colorful continent where "The Spy Who Came In From The Cold" is proving to be a Hit of Hits; and where "The Sons of Katie Elder" also is a big hit.

EUROPE

Europe is also where "Is Paris Burning?" is the most eagerly awaited motion picture in more than a decade; and it is going to be well worth the breathless waiting *****

RIGHT

BASEL, Switzerland - Two of the 6 wonderful windows given by the famed Oscar Weber store in the interests of "Judith."

Many Brussels Cines for "The Spy"



BRUSSELS - So great was the demand here for "The Spy Who Came In From The Cold" that it took four first-run cinemas to meet the demand -- the three above and the Vendome at the bottom of the opposite page. The three above, reading down, are the Plaza, Scala and Avenue.

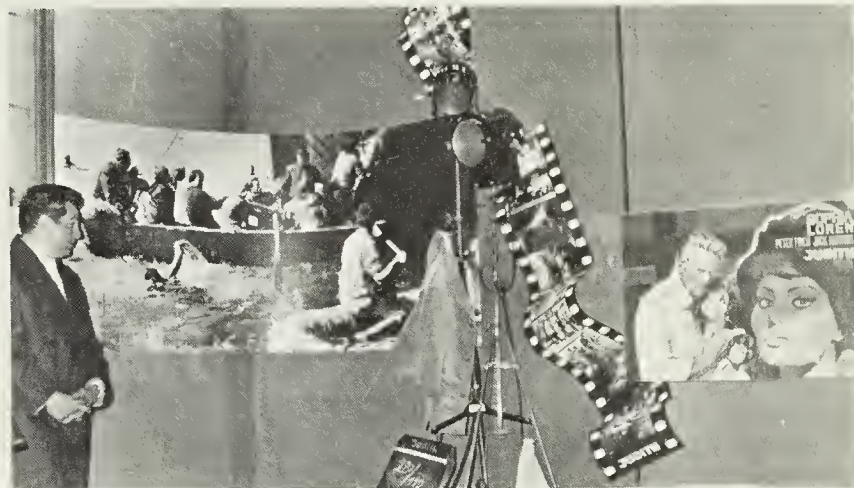
Paul Delvigne, Paramount manager for Belgium, directed a wonderful showmanship campaign for the film, especially with respect to bookstore tie-ups, radio and TV, and the press.



LIEGE, Belgium - Very attractive and eye-catching front-of-house display by the Carrefour-Versailles Cinema for the Otto Preminger film, "In Harm's Way."

BELOW

BASEL, Switzerland - Third of the 6 "Judith" windows in the great Oscar Weber dept. store.



TEL AVIV, Israel - Claire Bloom, who accompanied her husband, Rod Steiger, here in connection with his film, gave graciously of her time to speak about her part in making "The Spy Who Came In From The Cold." She is shown here, at right, with (unidentified) members of the press. At left are Paramount Israel manager Ladislav Koch and Mrs. Koch.

"Judith" Shatters All-Time Record of The Paris Paramount

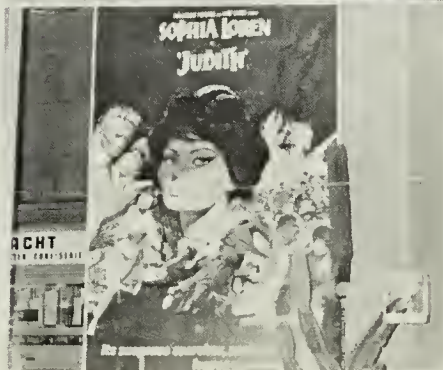
This cable received by James E. Perkins, president of Paramount International, from Henri Michaud, Continental division general manager, needs no elaboration:

HAPPY ADVISE YOU FIRST WEEKEND JUDITH PARAMOUNT THEATRE BROKE ALL-TIME RECORD OF THE HOUSE.

But there is elaboration, for Mr. Perkins has advised all executives concerned that "excellent business is also being received on 'Judith' from other European cities, and will be included in a separate report."



HELSINKI - Front of the Aloha inviting the Finnish film fans to partake of its warmth while thrilling to the exploits of "The Spy Who Came In From The Cold."



THE ORIENT VISIT OF EDITH HEAD

Edith Head designs clothes for the world, and she does this so well because she knows the world and its people.

And she knows the people of the world so well because she mingles with them in their own environment.

She goes to England and Europe regularly, and what she observes and is influenced by, shows up in subsequent film productions. She has been to South and Central America several times - and now she has just concluded a very informative visit to the Orient, at a time when several important film productions are in the offing.

Impressions of Edith Head

Following the visit of Edith Head to Japan and Hong Kong, sincere opinions were expressed by Svend A. Henriksen, Julian G. Binstock and H. S. Moh. Here are excerpts:

Mr. Henriksen

Edith is certainly a fine Ambassador for our Company and I am only sorry she could not visit other Far Eastern territories. Maybe next time.

Mr. Binstock

Miss Head is a most pleasant and interesting person and she expressed great satisfaction with all the arrangements made.

Mr. Moh

During her stay in this colony, Miss Head was interviewed by various newspapers and also had tape-recorded interviews by Radio Hong Kong and Commercial Radio. Miss Head was most co-operative with the papers and radio people and her visit to the Colony was very well publicized.



TOKYO - Academy Awards-winning costume designer Edith Head holding a special press interview in her suite at the Hotel Okura. More than 40 press representatives were present.

A luncheon was given in her honor by the Matsuzakaya department store. She delivered a lecture at the dressmaking school attended by 2,000 persons. Her visit to Tokyo was thoroughly publicized. According to Paramount general manager Binstock, "Miss Head was most cooperative and willing to work to the limit of her endurance."



TOKYO - Welcome sign in honor of Miss Edith Head in the lobby of the Marunouchi Syochiku Theatre. Beside it, a special Japanese poster for "Boeing Boeing," for which Hal Wallis picture Miss Head did the costumes.

In bringing the files of correspondence on Miss Edith Head's journey to the Orient to the attention of Mr. Weltner, the following penciled notation was added by Mr. Perkins:

"Edith Head was a big hit with the press and our people in the Far East, and it was apparently mutual."

MORE ABOUT THE GIANT SUCCESS OF "RED LINE 7000" IN JAPAN



This is a continuation of our report on Page 12 of the enormously successful showmanship presentation of "Red Line 7000" in Tokyo and Kobe.

AT LEFT are two phases of the "ABC Auto Seminare" arranged in conjunction with ABC TV & Radio on auto racing and safety. The top picture shows the moderator, with sketches on the blackboard, and a pile of model automobiles to be awarded. Below are attendants with model cars used by the students.

AT RIGHT

Attractive posters for "Red Line 7000" were placed at ten (10) strategic spots around the celebrated Funabashi Circuit in conjunction with Nikkan Sports Shinbun 500-Mile Race.



HOLLYWOOD HIGHLIGHTS

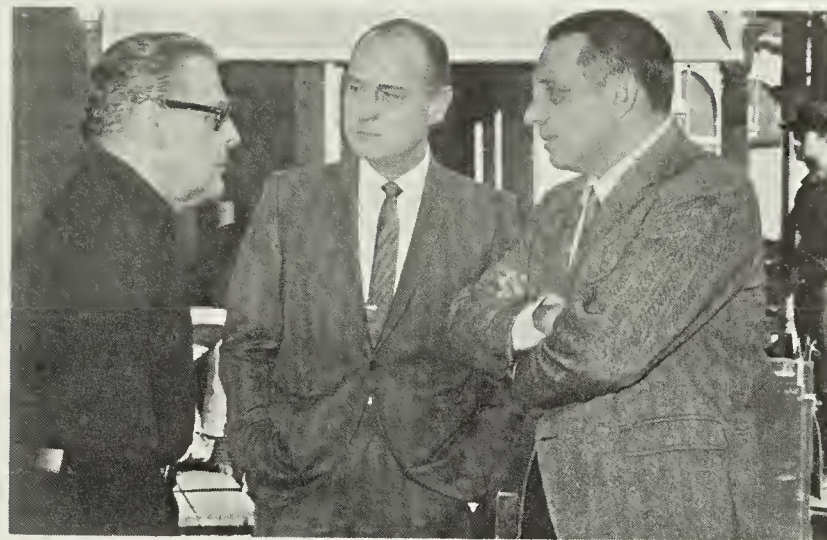
Producer-director Henry Hathaway has returned to Hollywood after spending three weeks in Tanganyika and Kenya, scouting African locales for "The Last Safari" which Hathaway has scheduled for Paramount production in September.

Hathaway was accompanied on the location trip by production assistant Frank Beetson, Jr., and scenarist John Gay. "The Last Safari" is based on Gerald Hanley's high adventure novel, "Gilligan's Last Elephant."

"Golden Spurs" Awarded to John Wayne, A.C. Lyles

John Wayne and producer A.C. Lyles were the recipients of the Reno, Nevada, Chamber of Commerce "Golden Spurs" awards at a luncheon (below) on April 27th at Paramount Studios, hosted by Howard W. Koch, vice-president and studio and production head.

Wayne and Lyles received gold spurs instead of the traditional silver because of the special recognition accorded them for their extraordinary contribution to Western lore.



"WELCOME BACK, BRIAN" - That's the spirit extended to Brian Donleavy by studio and production head Howard W. Koch, at right, and producer A.C. Lyles as they greet Brian following his first scene in "Waco," latest of the A.C. Lyles productions for Paramount release.

"Waco," which we have seen, is by all odds just about the finest and most thrilling of the Lyles productions to date.



On the Paramount set of "Warning Shot" is Mrs. Jerylin McKay, president of the San Diego chapter of the Navy Wives of America and columnist for Stars and Stripes. Explaining picture-making technique is David Janssen, star of "Warning Shot." Mrs. McKay was in Los Angeles securing film interviews while her husband is completing a tour of duty in Vietnam, flying with a seaplane unit.



Since the first of the new Blake Edwards productions for Paramount is expected to be "Peter Gunn" (which he created for Television), the entrance to the Paramount Studio commissary (which was used for the official reception to the producer) was transformed into the entrance to Mother's Night Club, a key locale in the "Peter Gunn" TV series.



Barbara Stanwyck made the presentations on behalf of Governor Grant Sawyer of Nevada. Miss Stanwyck was introduced by Judd Allen, general manager of the Reno Chamber of Commerce. At left, Miss Stanwyck is shown about to make the awards to Wayne, left and Lyles. Above, are John Wayne, Howard W. Koch, Miss Stanwyck, A.C. Lyles and Judd Allen.



RIGHT

As William Castle's Paramount production got under way, a two-part event marked the occasion via a cocktail party on the set. One part honored the start of the comedy thriller; the other honored the 20th anniversary of Sid Caesar (co-star in the film), in show business. In the scene at right, Paramount studio and production head, and Mrs. Castle look on as Mr. Castle cuts into the cake made in honor of his name. (Title of the picture? "The Spirit Is Willing").

John Wayne and A.C. Lyles with their "Golden Spurs" awards --- and the very charming company of Miss Barbara Stanwyck.



MAN OF THE YEAR

PHILADELPHIA * Paramount branch manager Don R. Hicks is honored as "Man Of The Year" by Mrs. Arthur Goldsmith (r), president of the Philadelphia Motion Picture Preview Group. Beaming with pride is Mrs. Eleanore Hicks.

Mr. Hicks was guest of honor at the annual PMPPG luncheon at the Barclay, where he was feted for "unselfish service to the underprivileged."



GAINESVILLE, Florida - This is the magnificent new twin-auditorium theatre dedicated with the reverent invocation printed below. The theatre has every modern convenience, including rocking chair seats, and ultra-restful surroundings.

New Cinema Inspiringly Dedicated

GAINESVILLE, Florida - Last month, Florida State Theatres' beautiful twin-auditorium theatre was dedicated here, with the invocation offered by Dr. Delton L. Scudder of the University of Florida. Paramount's Jacksonville manager, Fred W. Mathis, was present at the ceremony and was so impressed with Dr. Scudder's inspiring address and its relation to our industry, that he forwarded a copy to Mr. Weltner. Here is its text:

O Thou who didst call us to play many parts on the stage of life, we are grateful for the dramatic arts and the technical instruments which make them available to many people, in many communities, in many lands.

We are glad that men of energy and foresight have here built spacious, impressive and commodious quarters for the portrayal of human existence in all its diverse and many-sidedness, and we dedicate these twin theatres this night not to commercial success, successful though we trust they may be, but to the upgrading of the life and spirit of this area, to the release of human hearts from the burdens of strain and care, to the reception of new experiences, to the renewal of high purposes, and to a deeper understanding of life as it is mirrored on the screen.

We pray that as scenes of heroism and cowardice, merriment and sadness, sacrifice and selfishness, terror and splendor, thievery and mockery, weal and woe, realism and make-believe unfold before our eyes, that the young and the old, the poor and the rich, the strong and the weak may become aware of the mysteries of life and death, joy and sorrow, the difference between what is and what ought to be, the possible and the actual and become more adequate to living in these difficult and affluent days.

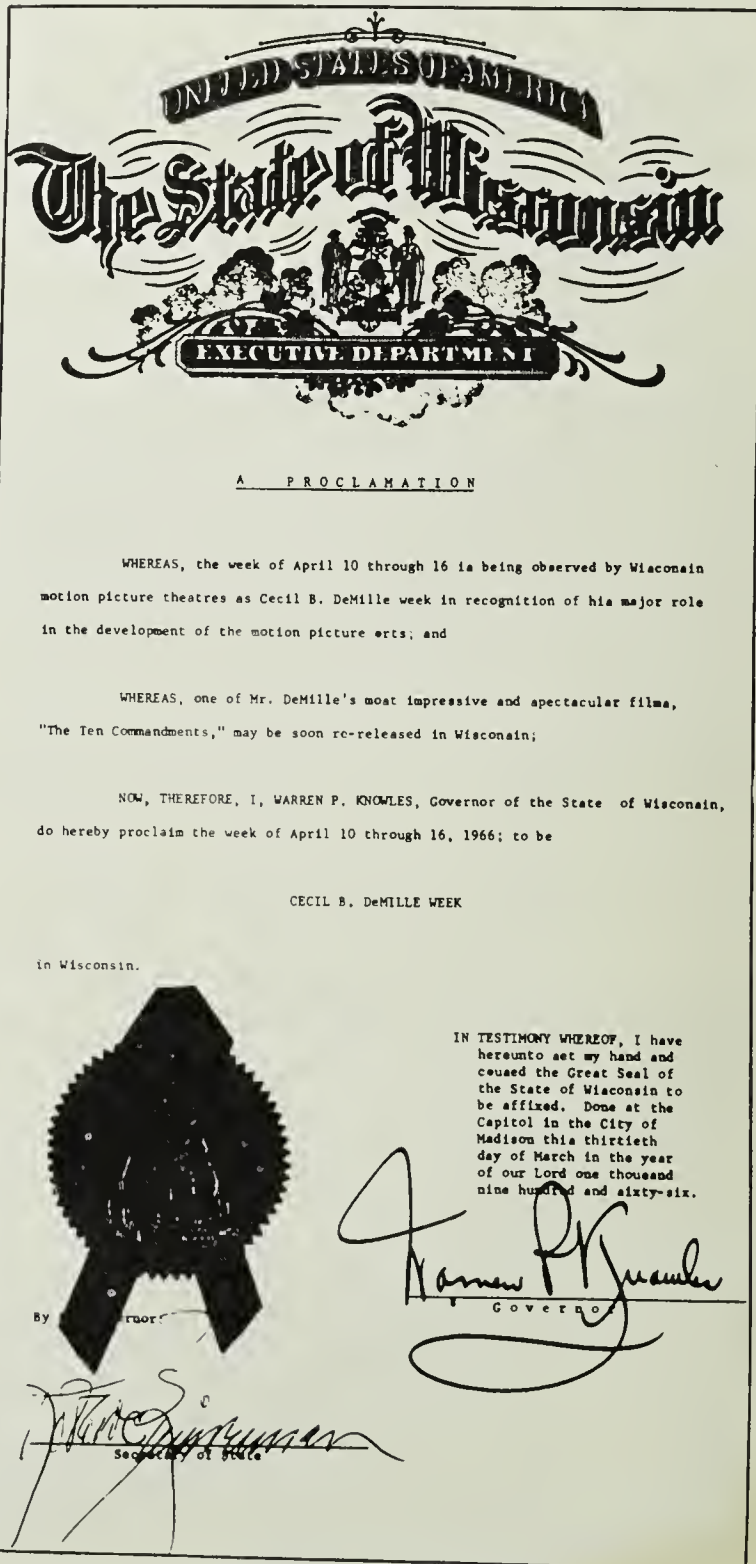
Keep us mindful of the ancient truth that life is a tale of two cities, the city of those who love self to the detriment of others and the city of those who love others to the distain of self, and grant that the pictorial arts may open our eyes to an authentic perceptiveness and the importance of all that is just and kind and of good report. To such worthwhile experiences we commit ourselves, the management of these beautiful buildings, and the programs of entertainment which will transpire in this place.

AMEN

High Tribute to "The Ten Commandments"



MILWAUKEE, Wisconsin - Paramount branch manager Howard Ross, at right, presenting to Warner Theatres district manager Harry Mintz the proclamation (shown below) signed by the Governor of Wisconsin proclaiming April 10 through April 16 to be "Cecil B. DeMille Week." At left is Stan Gross, manager of the Warner Theatre, where "The Ten Commandments" has registered such sensational business.



INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



NEW YORK - Paramount's "The Spy Who Came In From The Cold" was honored on April 22nd as the best suspense film by an American film company in 1965 by the Mystery Writers of America at its annual "Edgar" awards presentation. (The awards are named for Edgar Allen Poe).

Accepting the "Edgar" for Paul Dehn and Guy Trosper, who wrote the screenplay for "The Spy," was Lee Sabinson (right, above) Paramount's Eastern story editor. Making the presentation on behalf of M.W.A. president, is H.Q. Masur. Function, at New York's Astor Hotel, was attended by 300 writers.



ED SULLIVAN Photo

NEW YORK - Wherever (Marty) Allen and (Steve) Rossi travel in behalf of their first Paramount comedy, "The Last of the Secret Agents?" they carry reproductions of the lethal umbrella which is their sensational weapon in the picture. Here they are shown arriving at Kennedy International Airport.



New York - The ribbon cutting ceremony opening the International Photographic Exposition at this city's Coliseum is performed by the celebrated model, Carmen, who has a top role in Allen & Rossi's espionage romp, "The Last of the Secret Agents?"

SPACE-MINDED

Mother: "Isn't it wonderful that Grandma and Grandpa are going around the world?"

5-year-old son: How many times?"



MONTREAL - Continuing our reportage of members of the Famous Players Canadian organisation who have been honored for long service, we have in this group Miss Muriel Goulet (40 years) and Adrien Bleau, Mrs. Winifred Foley and Mrs. Loretta Perusse, each with 25 years. Miss Goulet received an engraved silver tray.

RIGHT

PHILADELPHIA - These high school students from Cicero, Illinois, arriving at International Airport, are here to see (among other great sights), "The Ten Commandments" at the Stanton Theatre. On an historic tour of the city, special arrangements were made for them to see the film masterpiece by Harry Schmerling, Paramount's divisional advertising and publicity manager (front left) and William Kanefsky (r.) manager of the Stanton Theatre, as part of their tour.



TORONTO, Canada - Here on his tour of the U.S. and Canada on behalf of the Variety Clubs International, H.R.H. Prince Phillip, the Duke of Edinburgh, chats with Winston Barron about Variety Club activities in Canada. Win is now First Assistant Chief Barker of Variety Club, Tent #28, of Ontario, and thus participated actively with Prince Phillip in raising over One Hundred Thousand Dollars for further additions to Variety Village, an occupational school for handicapped boys which Tent #28 supports.

The lady looking on is Mrs. Sam Glasier, present head of the "Women of Variety," who do wonderful things for the Variety Clubs of Canada.

(In his present post in Variety, it is our belief that Win Barron has advanced to the most eminent post of this great organization of any Paramounteer anywhere).



THE TOWERING SUMMER FOR THE U.S.A. AND CANADA

5

.....The greatest summer release spread in industry history, and business-wise exhibitors are gleefully suffering writer's cramp signing up for it.



A mother's proposition to her daring daughter: "It's up to you, my dear, to decide whether or not this property is condemned."

Natalie Wood and Kate Reid in a domestic scene in **THIS PROPERTY IS CONDEMNED**, one of the tensest Paramount dramas in a decade.



Elvis Presley serves up the kind of dish any man might think about who's either going to Hawaii, or dreams of going to Hawaii -- or just dreams.

Elvis Presley and four of the lovelies in Hal Wallis' **PARADISE, HAWAIIAN STYLE**, including Suzanna Leigh, Elvis' leading lady, seated to his right.



The strategy of **THE LAST OF THE SECRET AGENTS?**, according to Marty Allen and Steve Rossi. "We'll use the ankle as a guide," says Marty. "You look below the ankle for our quarry, Steve -- and I'll look where my conscience dictates."

Marty Allen and Steve Rossi in one of the host of humorous misadventures they find themselves in, in "The Last of the Secret Agents?"

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STEVE McQUEEN
NATALIE WOOD
ELVIS PRESLEY
FRANK SINATRA
SUSANNA LEIGH
ROBERT REDFORD
VIRNA LISI
ROBERT KEITH
MARTY ALLEN
STEVE ROSSI
KARL MALDEN
SUZANNE PLESHETTE
ARTHUR KENNEDY
RAF VALLONE
TONY FRANCIOSA
JAMES SHIGETA
DONNA BUTTERWORTH



"A one-spot bullet beats even four aces when a guy like me is playin' for keeps -- and don't you or your murderin' gang ever forget it!" -- says the revenge-seeking Nevada Smith.

NEVADA SMITH, produced and directed by Henry Hathaway, has Steve McQueen at the head of a perfect cast.

A wartime relic from the bottom of the sea challenges the mightiest jewel of all the oceans.

Frank Sinatra and Virna Lisi, especially in the thrilling ASSAULT ON A QUEEN, are the pair for whom the term 'cinematic-chemistry' was invented.



THIS YEAR, THE MOST COMPETITIVE YEAR IN OUR WHOLE HISTORY, CAN WELL BECOME THE MOST SUCCESSFUL YEAR IN OUR HISTORY!

HOME OFFICE NEWS ITEMS



Pictured at left is Joan Guilfoyle, charming and talented daughter of Paramounters Bob and Vera Guilfoyle, and a bowler of championship stature - as that trophy she is holding indicates. Last month, Joan defended her 1965 Queensboro bowling championship crown against eight contestants and emerged on top with a 177 average for the six games. Joan was scheduled to defend her 1965 New York City championship against the best city bowlers on May 14th at Staten

Island; and on May 28-29 she will be at the Pin-A-Rama Bowling Lanes in Utica, New York, for the New York State Finals. Our best wishes for your complete success, Joan!

The following is a newspaper release issued to the nation's press by the Industrial Medical Association, Chicago, on April 27th:

An outstanding feature of the Industrial Medical Association's Golden Anniversary meeting being held this week (April 25-28) in Detroit, Mich., was the presentation today of the C.O. Sappington memorial lecture by Leon J. Warshaw, M.D., New York City. The lecture is presented annually by a physician selected for his eminence in the field of occupational medicine to honor the memory of Dr. C.O. Sappington, one of industrial medicine's most illustrious pioneers.

Dr. Warshaw, who is Medical Director for Paramount Pictures Corporation and United Artists Corporation, is a nationally-known authority on cardiology in industry, and a frequent speaker on the subject at medical meetings throughout the country.

(More about Dr. Warshaw next month).

BOWLING Bob McKeown's cartoon feature in his bowling bulletin doing lots to make Paramount and posture synonymous. Featured names in the latest bulletin were Frank Ebel, Marilyn Bettinger, Eleanor Rizzo and Grace Ganguzza... Next 'score' to come up should be of those who have paid their dues to Treasurer Joe Bisdale.

THEN THERE'S SOFTBALL --- and Bob's first bulletin on the first game was a honey. It was headed "IS PARA. BURNING?" (because Paramount lost to Embassy 5 to 2), and was spiked through and through with saucy McKeown humor.

When some women show up in stretch pants, they sure do....

Reason for defeat: We had more players, smarter players, better dressed players. But they had more runs.

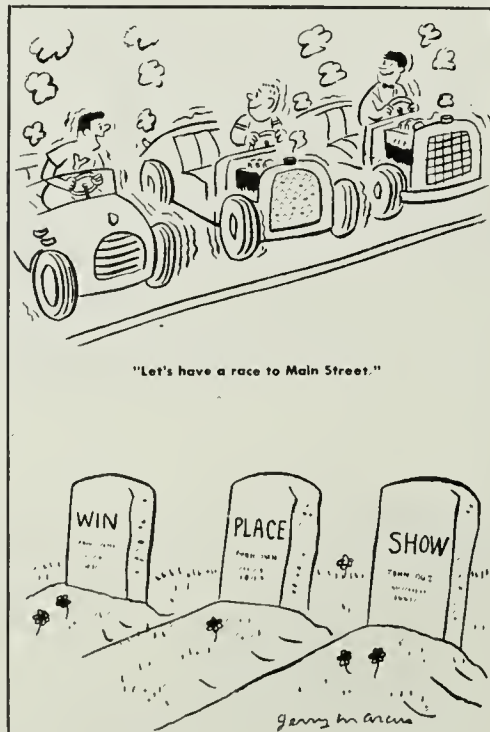
Cartoon Artists Starred



Thanks to the inspiringly sustained enthusiasm of Dr. Leon J. Warshaw, Charge Nurse Sally Kreger and Medical Secretary Rosalie Signorelli, the Medical Department's series of art displays by Paramounters continues. This time it is the accomplishments of members of Paramount's Cartoon Studios which are in the spotlight, and they have attracted widespread appreciation. Shown here, backgrounded by the exhibits are, from left: James Culhane, director of animation; Dr. Warshaw; Maude Anderson, painter; James Robinson, inker; and Robert Little, scenic designer.



An interesting grouping of expressions secured by Ed Sullivan's camera during the recent visit to Home Office of Marty Allen and Steve Rossi. Shown here, L to R: Hy Hollinger, Guenter Schack, Milton Goldstein, Marty Allen, John Montllor and Armand Cardea.



The Travelers Insurance Companies of Hartford, Connecticut, annually publish a book of positively devastating cartoons on the subject of automobile safe driving. Herewith is one of the 1966 cartoons, and if it prevents even one broken arm we will consider ourselves well repaid for publishing it.

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ED SULLIVAN Photo
NEW YORK - Natalie Wood arriving at Kennedy International Airport for press and magazine interviews in connection with Paramount's dramatic "This Property Is Condemned," in which she stars.



ED SULLIVAN Photo
NEW YORK - Seen at the Mystery Writers of America dinner at the Hotel Astor are Paramount's Eastern story editor, Lee Sabinson and Mrs. Sabinson. Earlier, Mr. Sabinson had accepted, on Paramount's behalf, the 'Edgar' awarded by the Mystery Writers group to "The Spy Who Came In From The Cold." (See details on Page 19).



HOLLYWOOD - Michael ("Alfie") Caine escorts Nancy Sinatra to a movie premiere. Nancy has a big role in "The Last of the Secret Agents?" and the next Paramount chore for Caine is the top role in Otto Preminger's "Hurry Sundown."



HOLLYWOOD - Studio and production head Howard W. Koch, at right, with Mr. and Mrs. Jack Lemmon at the Paramount studio cocktail party welcoming producer Blake Edwards to the Paramount organization.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



NEW YORK - Joseph Friedman, executive assistant to Martin Davis, Paramount Pictures vice-president, was an active participant in all of the Marty Allen and Steve Rossi showmanship activities in the New York area prior to the beginning of the national showmanship trek of the pair in the interests of "The Last of the Secret Agents?"

PITTSBURGH - The world premiere of the Allen and Rossi comedy, "The Last of the Secret Agents?" will be held at the Stanley Theatre on May 19th, and in advance of it the duo have been extremely active in this city on showmanship for the event. Here they have submitted their comedy skills to an 'escape' stunt arranged at the University of Pittsburgh's Henry Frick Fine Arts Building, and the Museum's director, Walter Read Hovey, has gone right along with them in the act. Since Marty Allen is a native son of Pittsburgh, and because the film is a mighty good comedy, the newspapers also went along and gave all of the stunts perpetrated by the duo some excellent editorial space.



PARIS - Savas Pylarinos, Paramount's distributor in Greece - and internationally renowned exhibitor and producer - meets French film star Alain Delon at a Paramount reception here. The reception was for Paramount president George Weltner, who was in the French capital to view a first-edited print of "Is Paris Burning?" in which Alain Delon co-stars. Mr. Pylarinos was en route to New York on business.



HOLLYWOOD - Belgium's Cine Revue correspondent, Jennie Dhont (left) with Maurice Jarre and Dany Saval ("Boeing Boeing") Jarre at the Paramount studio's cocktail party welcoming producer Blake Edwards to the company's producing roster.

RIGHT Columnist Earl Wilson, New York Post, also entered into the spirit of the stunts.

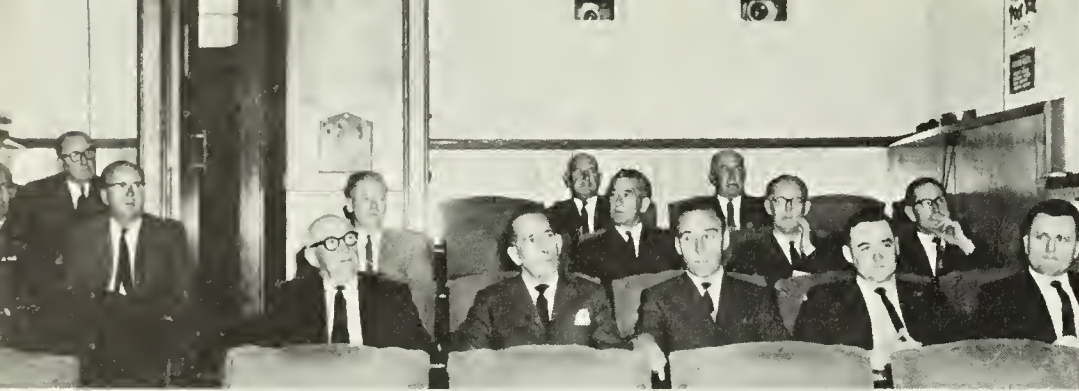


ADELAIDE, Australia - Some of the notables talking about "The Spy Who Came In From The Cold" during intermission at the Majestic Theatre premiere of the espionage classic. From left: Air Commodore J. Dowling; Majestic manager Chic Arnold; South Australia's acting Premier, the Hon. A.J. Shard; Brigadier F.J. Bleechmore, and Paramount South Australian manager Denis Kiley.



HOLLYWOOD - On April 25, on the set of set of the William Castle-Paramount set of the spook-saga, "The Spirit Is Willing," there was a cocktail party honoring Sid Caesar's 25 years in show business. (Sid is a co-star in the film). Comedians were present in full force. Above are three of them: Red Buttons, Dick Van Dyke and Carl Reiner.

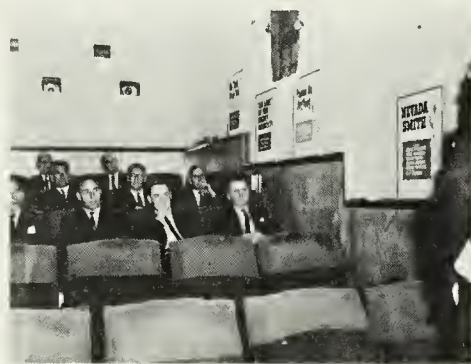




REAR ROW, L to r: Paramount sales rep. W.A. Malone, Mr. Trevor F. Kerridge, Sir Robert Kerridge. MIDDLE ROW: Mr. K. Thompson, Odeon Theatre; Mr. J. Scott, Paramount; Mr. M. Gerrard, Paramount; Mr. M. Jarvis, Mr. T.S. Townsend, Mr. N.C. Glover. FRONT ROW: Paramount general manager S.H. Craig; Mr. R. Farrow, Mr. T. Goodliffe, Mr. L. McKellar, Mr. W. Glass.

AUCKLAND - Although New Zealand had representation at the Sydney sales convention via Stanley H. Craig, general manager, and W.A. (Paddy) Malone, sales rep., Robert L. Graham, managing director, deemed it essential that as much as possible of the meeting should be repeated in the Dominion, and particularly for the benefit of the top echelon of the Odeon Theatres Organisation. That he was able to do this was made possible through the generous cooperation of Odeon's managing director, Sir Robert Kerridge.

Sir Robert made available the Odeon Theatre, which was decorated with some of the product material used at the Sydney convention, and here the Odeon personnel and some members of the New Zealand Paramount staff saw Paramount's product trailer, some sequences from "Is Paris Burning?" and a full-length screening of



"The Spy Who Came In From The Cold." Above is a partial view of the gathering, with managing director Robert L. Graham shown at extreme right telling his audience of the great new Paramount pictures for the balance of this year and all of 1966 - the Year of Paramount's Still Greater Harvest.

In reporting the event, Mr. Craig wrote: "The screenings were brought to a close with a most sincere expression by Sir Robert of his appreciation and thanks for what they had been told and seen and his confidence in the ability of the product to perform in his theatres to the mutual profit of Kerridge Odeon and Paramount."

AUSTRALIA & NEW ZEALAND



PERTH - Reception from Paramount International president James E. Perkins (extreme right) following his arrival here from Singapore en route to Sydney. Function was hosted by City Theatres, and shown L to R are: Paramount's West Australian sales representative Vic Loffman; I. Quartermain; Paramount managing director Robert L. Graham; Mrs. E. Monahan, manageress, Mayfair Theatre; and Mr. J.E. Perkins.

Sydney's New Paramount

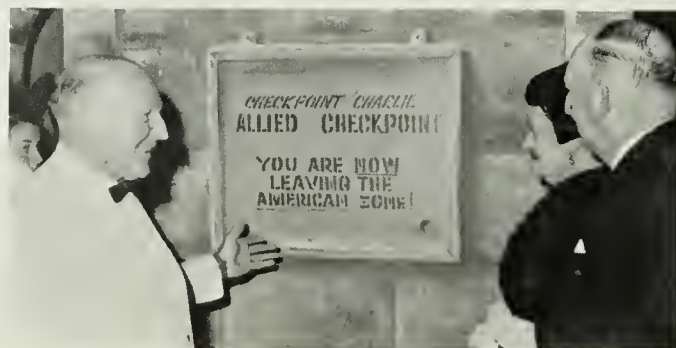
SYDNEY - The Greater Union Organisation's magnificent new Paramount Theatre, built to the highest of today's standards of entertainment-in-comfort, opened here on May 5th. It was a blacktie charity premiere, with the entire night's proceeds going to the Black and White Committee of the Royal Blind Society. Premiere film was Paramount's "The Spy Who Came In From The Cold."

The Paramount will be an exclusive first-release flagship house for Paramount Pictures in this city.

On account of the importance of this event, we will have full pictorial coverage in next month's issue.



MELBOURNE - Paramount's Victorian manager Wes Loney presents a trophy to well-known racing driver Norm Beechey, winner of Calder Raceway's "Red Line 7000" event. Driving a Ford Mustang, Beechey drove a thrill-packed race to win. Race was a key promotion for the Paramount thriller's 7-theatre season at Village Drive-in Circuit. Loney got in several good plugs for the film as presentation was aired over 3XY.



ADELAIDE - Ever-enterprising Majestic manager Chic Arnold turned the lobby of his theatre into the Berlin Wall for the charity premiere of "The Spy Who Came In From The Cold." At left, he 'warns' the acting Premier, The Hon. A.J. Shard, and Mrs. Shard, that they are about to leave the "American Zone." The thrilling premiere was tied in with the "Girl Of The Year" Quest. (More pix on Page 33).



PARAMOUNT 1966
YEAR OF THE HARVEST.
EL AÑO DE LA ABUNDANCIA.

LATIN-AMERICAN
SALES AND
MERCHANDISING
MEETING.
B. AIREs-APRIL 27-29



President Weltner's Address (in Spanish) To the Buenos Aires Convention

Amigos Paramountistas:

Desgraciadamente hace mucho tiempo que no he tenido el placer y la oportunidad de hablar español. Encuentro que mi vocabulario ha deteriorado y mi acento se ha vuelto muy de "turista". No obstante, haré lo mejor que pueda y trataré de recordar un idioma que siempre me gustó y que en un tiempo hablé bastante bien.

Siéndome imposible trasladarme a Buenos Aires en este momento, me sirvo de la cinta magnetofónica para hacerles llegar mi palabra a ustedes, señores Paramountistas de la América Latina, en ocasión de su gran conferencia.

En primer lugar, quiero congratular al señor Hank Gordon, y con él a su gran organización latinoamericana por la excelente labor llevada a cabo durante estos últimos años. Me alegro que el Sr. Perkins se halle entre ustedes para poder contarles, personalmente, nuestros grandes logros en el ramo de la producción. El Sr. Perkins siguió en todo momento el desarrollo de los acontecimientos del pasado y les recomiendo escuchen bien su mensaje, porque es la pura verdad, pues tanto él como yo sabemos que a ustedes, los latinoamericanos, les gustan las cosas claras.

Llevamos muchos años deseando todos un más intenso y uniforme caudal de grandes películas, con buenos argumentos, estrellas de primera magnitud y los mejores productores y directores.

En la creencia de que ustedes ya habrán visto, o van a ver muy pronto, el rollo del nuevo producto en cartera, les recordaré el dicho en inglés que dice: "una foto vale por mil palabras", y por lo tanto, estoy seguro que las escenas que van a ver les dirán más de lo que yo pudiera decirles.

Ante todo les demostraré que, finalmente, suplimos nuestra demanda de producto, dándoles a ustedes un sostenido y poderoso programa de éxito tras éxito, fruto de intensa labor, un poco de suerte y enorme esfuerzo.

Cumplimos con nuestro cometido. Estoy seguro que el nuevo producto que verán desfilar por la pantalla satisfará sus más exigentes expectativas. Por mi parte, me tomé dos años y medio de diligente y continua labor el formular esta programación. Ello presupone, a la vez, el más elevado inventario en la historia de la Compañía. El hecho es que este gran producto impone a todos nosotros una mayor responsabilidad que nunca. Tenemos un grandioso producto, pero a un enorme costo. Nuestro deber es, ahora, sacarles a estas películas hasta el último centavo de rendimiento posible y, para lograrlo, todos y cada uno de nosotros deberá ejercer un esfuerzo mayor que nunca en nuestra memoria. Este es el momento crítico y esperamos convertirlo en el momento de nuestro mayor triunfo.

Si todos estos factores obran al unísono y si sabemos hacer frente al problema y estamos a la altura del momento, el año 1966 verá la Paramount surgir como la primera Compañía de la industria cinematográfica.

Espero bien pronto poder, una vez más, saludarles personalmente. Hace mucho tiempo que no he visitado la América Latina y estoy sumamente ansioso de poder volverles estrechar la mano. Su contribución al poderío mundial de la Paramount fue siempre importantísima. Su admirable y brioso espíritu emprendedor nos alienta y fortalece en nuestra gran fe en el futuro de nuestra Compañía y, una vez más, viene a recordarnos que la familia Paramount sigue inmutable, leal, firme y segura.

Spontaneous enthusiasm of the delegates at the conclusion of Mr. Weltner's recorded address, which was presented in the middle of Mr. Perkins' keynote address.



Paramount International president James E. Perkins delivering the meeting's keynote address. Seated, left to right: Guenter Schack, Henry B. Gordon, Henri Michaud.

Excerpts from Mr. Schack's on-the-spot report as they apply to the event on this page:

"...Mr. Perkins, who received standing applause of long duration, then delivered his keynote address....He interrupted it midway to present Mr. Weltner's taped message in Spanish and therefore made it part of the Presidential keynote....At its conclusion, and before Mr. Perkins resumed his keynote address, the boys were on their feet, and the ovation was one of those of which only Paramounteers are capable, and which only someone like Mr. Weltner can inspire. I need hardly say more....."

In addition to his recorded message in Spanish (above), Mr. Weltner sent to Buenos Aires the following cable addressed to Messrs Perkins, Michaud and Gordon:

PLEASE CONVEY TO ALL AT THE BUENOS AIRES MEETING MY REGRETS THAT I CANNOT BE THERE IN PERSON. I AM CONFIDENT THAT UNDER YOUR GUIDANCE THE MEETING WILL BE SUCCESSFUL AND YOU WILL BE ABLE TO BRING TO ALL THE DELEGATES THE NEWS AND PLANS FOR THE POWERFUL PRODUCT THAT WILL BE PARAMOUNT IN 1966 AND 1967. I HOPE MY RECORDED MESSAGE WILL EXPRESS MY DEEP FEELINGS ABOUT PARAMOUNT'S FUTURE AND I SEND MY VERY BEST WISHES TO ALL OF YOU. KIND REGARDS.

- GEORGE WELTNER



BUENOS AIRES - The fourth of the four convention days provided a great social (and gastronomic) thrill for all of the delegates. They were the guests, at his very beautiful country home, of one of the staunchest friends of Paramount anywhere in the world - Clemente Lococo. A typical 'Gaucha Party' was staged for the group, and they ate probably the best meat they had ever eaten in their lives. Some of the guests are shown above with their host. They are, from the left: Guenter Schack, Dr. Glassemann, Juan Laupheimer, Andres Sanz, Peter Moreno, James E. Perkins, Francisco Lococo, Henri Michaud, and the charming host, Clemente Lococo.

(Quoting our on-the-spot reporter, Guenter Schack: "The senior of the Lococos, Clemente, made a spontaneous, from-the-heart address of welcome, and paid a wonderful tribute to Mr. Weltner. Mr. Perkins responded in great form, and it was a real 'family affair'.")



GUENTER SCHACK, who 'doubled' at the Convention as Paramount International's director of advertising and publicity, and as special on-the-spot reporter for Paramount World, for which he receives our grateful editorial thanks.

O CONTÍNUO MILAGRE DE "OS DEZ MANDAMENTOS"

Quando Cecil B. DeMille fez "Os Dez Mandamentos", para a Paramount distribuir em 1956, ele deu à nossa companhia o maior prestígio e sucesso financeiro que a Paramount jamais teve. O grande filme prosperou magnificientemente durante um prescrito número de anos, e quando foi ele retirado da programação, começou o período de tempo em que todos nós almejávamos uma nova apresentação deste grande filme, para atender a um mundo em expectativa, um mundo no qual há uma ampla platéia que neste meio tempo atingiu a idade de frequentar cinema; há também uma platéia não menor dos que perderam o filme no seu lançamento e que deseja ansiosamente uma outra

"MOLL FLANDERS" A HIT IN SOUTH AFRICA *****

Paramount International's sales manager Milton Goldstein has received the following cabled advice from Ronald A. Dwyer, Paramount representative in the Republic of South Africa regarding the premiere of "The Amorous Adventures of Moll Flanders" at the Capri Theatre in Johannesburg:

HAPPY ADVISE MOLL FLANDERS SETS OPENING DAY RECORD AT CAPRI, JOHANNESBURG. ADVANCE BOOKING BUILDING STRONGLY.

Mr. Dwyer used comparative figures set by "The Carpetbaggers" and "Harlow" for unmistakable proof of "Moll's" sustaining power at the boxoffice.

chance para vê-lo; e há, ainda, a vasta platéia dos que já viram o filme anteriormente e querem vê-lo outra vez. Esta oportunidade chegou-- e aproveitem-na! E nela temos um outro milagre! Em virtualmente todas as praças em que o filme foi apresentado durante o mês findo, nos Estados Unidos e Canadá, as rendas suplantaram o recorde estabelecido em sua exibição original. Isto não pode ser atribuído ao aumento do preço de ingressos, pois em ambas as apresentações o nível de preço foi o da categoria de roadshow, de maneira que em 1956 e 1966 os preços foram exatamente os mesmos! Não! O que está acontecendo é que uma vez mais "Os Dez Mandamentos", produzido por Cecil B. DeMille, permanece como o maior e mais atraente filme de todos os filmes. E no próximo ano, quando "Os Dez Mandamentos" novamente for apresentado no mercado estrangeiro, a Divisão Internacional da Paramount terá uma oportunidade incalculável de demonstrar que também ela pode suplantar todos os recordes de uma década atrás, e talvez até obter ainda melhores resultados dos que estão sendo obtidos pela Divisão Local, e que estão fazendo agora as delícias dos altos dirigentes da nossa companhia.

Neste número divulgamos a quarta e última Convenção Internacional da Paramount, que é a da divisão da América Latina. A julgar pelas provas evidentes, já do nosso conhecimento, trata-se de uma das mais entusiasmáticas e vibrantes convenções, bem ao estilo das tradições da Paramount Internacional. Sob a orientação do diretor divisional da América Latina, Henry B. Gordon, e tendo como convidados especiais os srs. J.E. Perkins, M. Goldstein e Guenter Schack, de Nova York, a Convenção de Buenos Aires provou de maneira insofismável aos cinematografistas das Américas Central e do Sul que a Paramount dispõe de todos os elementos para se manter na liderança da indústria.

O mundo nunca tinha tido, e provavelmente jamais terá, um suprimento excessivo de grandes comediantes ou de grandes duplas cômicas. Coube à Paramount a grande sorte de ter tido no passado algumas das mais famosas duplas cômicas. E é ainda nossa sorte termos agora a maior de todas as duplas cômicas, Marty Allen e Steve Rossi. Sua primeira comédia para a Paramount, OS "INCRÍVEIS" AGENTES SECRETO, já está obtendo um dinâmico sucesso, nos Estados Unidos; e como o riso é universal, existem as mais fundadas esperanças de que esse sucesso prontamente circulará o globo, pois o mundo está urgentemente necessitando de dar boas e gostosas gargalhadas.

Duas atuais produções da Paramount que fazem jus aos nossos melhores esforços de vendas são "Satã, o Urso Pardo" (The Night of the Grizzly), com Clint Walker e Martha Hyer nos papéis principais; e "Dilema de um Bandido" (Waco), um western produzido por A.C. Lyles, com um desses elencos all star que tornaram tão popular o nome de Mr. Lyles. Ambos os filmes são repletos de ação, bem ao gosto do público. As platéias do mundo inteiro gostarão desses dois filmes, pois são eles fáceis de se entender e de ser admirados sob qualquer ponto de vista. Dê-mos pois os melhores de seus esforços.

E depois, há ainda "Alfie"-- sem dúvida alguma o mais sensacional filme do seu gênero, até hoje apresentado pela Paramount, ou por qualquer outra produtora!

Que ano maravilhoso estamos tendo!

PARAMOUNT EVENTS IN

LATIN AMERICA



Argentine Wedding Bells

BUENOS AIRES - Scene at the happy luncheon offered to Mr. Miguel Gonzalez, sales manager's assistant, in honor of his forthcoming wedding. The marriage took place on April 16, the bride being the former Miss Myriam Amanda Pajon.

Shown seated, from left: Rodolfo F. Cabanillas, Juan Carlos Félix Fernández, Miss Rosita Ortega, Miss Delia Martha Granollers, Miss Beatriz Mucci, Miss Ernesta Mucci, Miguel González, Miss Margarita Morello and Miss Alejandra Tescione.

Standing: Miss Haydée Trumpy, Osvaldo Gallardo, Luis Stagnaro, Andrés Sanz, Alberto García, Luis Pérez Navas, Enrique Cascino, Miguel Brunetti, Alberto Pazos, Héctor Blanco Miss Olinda Fernández, Miss Adela Martí and Julio Costa.



MANAGUA, Nicaragua - Shown here, left to right, are Mr. Juan F. Aguerri; Paramount's assistant manager in Panama, Fritz Reimert; and Mr. J. Adan Aguerri, manager of the Circuito Uniparco and Paramount's representative in Nicaragua.

Mr. Juan is studying a full page from one of the local newspapers listing the top 12 films of all lands shown in Nicaragua in 1965. Two of these ("Becket" and "Love With the Proper Stranger") are Paramount films.

Mr. Reimert and Mr. J. Adan are holding a plaque of Merit given by Estudiantil Nicaraguense (The Student Cine Club of Nicaragua) to Brandon De Wilde for the best juvenile interpretation, which he gave in "Hud."

The newspaper listing the top twelve films was La Prensa, the country's most important journal.



BOGOTA, Colombia - Big days now - and tomorrow - for the Opera Theatre, thanks to the steady sales initiative of Paramount manager Victor M. Cortes. In the first panel is the lobby of the renowned cinema, with "The Sons of Katie Elder" current, and the traveling car announcing "Dingaka" as the coming attraction. Then there is the other lavish and enticing display at the side entrance to the Opera, with a spectacular listing of four great coming attractions -- "Red Line 7000," "Boeing Boeing," "The Spy Who Came In From The Cold" and "Sands of the Kalahari." Looks as though the Opera management is a very good customer of the bank.



HOLLYWOOD - Buzz Kulik, directing "Warning Shot," which stars David Janssen, explains his technique to a trio of top Mexican newspapermen from El Heraldo, a top Mexico City daily. Left and right are Srs. Mario Castillon and Guillermo Vasquez, two of the paper's editors visiting the Paramount Studio. Holding copies of El Heraldo is Jorge Camara, Hollywood correspondent of El Heraldo.

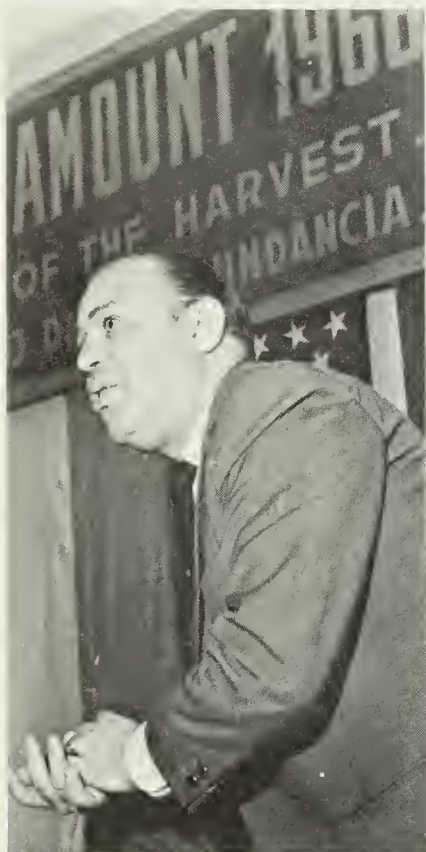
BUENOS AIRES - One of many very effective window displays in behalf of the 9-theatre premiere of "The Sons of Katie Elder" was this one in the shoe shop called 'Milady.'



BUENOS AIRES - Front of the Opera Theatre, where the Hal Wallis production, "The Sons of Katie Elder" topped the average of the house by 50%. Picture also registered the same percentage success at the Argos, Pueyrredón, Roca, Gran Sud, Fenix, Medrano, Majestic and Moreno theatres in Buenos Aires and the Opera in Mar del Plata, where it played simultaneously.



BOGOTA, Colombia --- Two fine showmanship displays by the Opera Theatre here, one for the current "Dingaka," the other for a quartette of attractions coming to the cinema. The latter are "Red Line 7000," "Boeing Boeing," "The Spy Who Came In From The Cold" and "Sands of the Kalahari."



MILTON GOLDSTEIN, in his new post as Paramount International's sales manager, pounded home the greatness of the upcoming Paramount product in no uncertain manner.

EL CONTINUO MILAGRO DE "LOS DIEZ MANDAMIENTOS"

: * : * : *

Cuando en 1956 Cecil B. DeMille realizó "Los Diez Mandamientos" para que Paramount la distribuyese concedió a nuestra Compañía el mayor prestigio y éxito financiero que jamás conociera nuestra Marca. La gigantesca producción floreció espléndidamente durante el transcurso de los previstos años, y, cuando se retiró de distribución, comenzó el período en que todos nosotros empezamos a sentir el anhelo de que la misma fuera de nuevo presentada a un mundo ávido de verla, un mundo en el que habría una gran multitud de espectadores que entre tanto se habían hecho mayores; y otro público que no había tenido ocasión de verla durante el tiempo de su presentación y que deseaba desesperadamente tener otra oportunidad; y un tercer público que la había visto antes y deseaba volverla a ver. Ha llegado la hora de esta gran ocasión...!y atención, que tenemos otro milagro! Virtualmente, en todos los estrenos del pasado mes en los Estados Unidos y Canadá la película ha pulverizado los records establecidos en sus exhibiciones originales. Ello no puede atribuirse a que los precios de taquilla sean superiores, por cuanto en ambos casos las localidades fueron a niveles fuera de serie y virtualmente los precios de 1956 y los de 1966 son los mismos. ¡No! Lo que ocurre es que por segunda vez "Los Diez Mandamientos", producida para la pantalla por Cecil B. DeMille, sigue siendo la película más colosal y duradera de todos los tiempos. Y el año que viene, cuando "Los Diez Mandamientos" vuelva a estrenarse en el mercado internacional, la División internacional de Paramount tendrá una oportunidad inapreciable para demostrar que también ella puede superar los

anteriores records de estreno establecidos hace casi una década y que es capaz incluso de obtener mejores resultados que los de la División Doméstica, los que actualmente llenan de satisfacción a los más altos ejecutivos de la Compañía.

En este mismo número les damos detalles sobre la cuarta y última Convención de Ventas de Paramount International, la de la División de Latino América. Es evidente, a juzgar por las pruebas que se aportan, que ésta también ha cumplimentado generosamente el entusiasmo, arresto e interés tradicionales de Paramount International. Bajo la certera dirección del director de la División de la América Latina, Henry B. Gordon, y con la asistencia como invitados especiales de Nueva York de los señores J.E. Perkins, M. Goldstein y Guenter Schack, el acontecimiento de Buenos Aires ha aportado para la industria cinematográfica de América del Sur y Central poderosas pruebas que afirman que Paramount detenta cuantas cualidades se requieren para mantenerse como campeona imbatible.

El mundo nunca ha tenido ni probablemente nunca podrá tener un exceso de grandes comediantes y de grandes parejas cómicas. Paramount ha tenido la gran suerte de contar en el pasado con algunas de las parejas cómicas de mayor popularidad; y también somos lo bastante afortunados para contar ahora con otra pareja cómica de gran envergadura, la formada por Marty Allen y Steve Rossi. Su primera comedia para Paramount, "The Last of the Secret Agents?" ha obtenido ya en los Estados Unidos un gran éxito y, puesto que la risa es cosa universal, albergamos grandes esperanzas de que este éxito dará rápidamente la vuelta al globo, pues el mundo tiene perentoria necesidad de risa sincera y cordial.

Dos producciones Paramount actuales que merecen un vigoroso esfuerzo por parte de Ventas son "The Night of the Grizzly", con Clift Walker y Martha Hyer y "Waco", una película del Oeste de A.C. Lyles con uno de esos grandes repartos que el señor Lyles ha popularizado tanto. Ambas películas están pletóricas de acción y dinamismo, desprovistas de todo problema. Gustarán al público de cualquier parte del mundo porque son muy fáciles de comprender y muy admirables desde el punto de vista del entretenimiento. Hagan por ellas lo máximo posible.

Y tras todos esto contamos con "Alfie" - el filme más sensacional entre los de su clase de los presentados por Paramount o por cualquier otra Compañía.

!Qué año tan sensacional para nosotros!

BUENOS AIRES EVENT

DELEGATES' ATTENTION

LEFT

Reading from left: Marti, Brunetti, Nuin, Reimert, Moreno, Patino, Laupheimer, Sill, Leite Cesar, Molina, Alonzo.

RIGHT

Reading from left: Sanz, Garcia, Grunspan, Cortes, Senior, Hart, Planas, Rochlin, Webb, Perez, Navas, Stagnaro.



NYA TRIUMFER FÖR "DE TIO BUDORDEN"

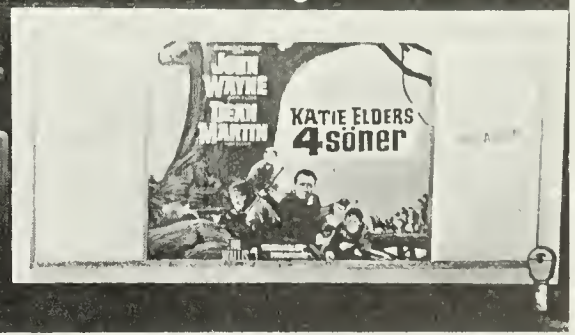
När Cecil B. DeMille år 1956 gjorde "De tio budorden", att distribueras genom Paramount, betydde detta stor prestige för bolaget förutom att det innebar den största ekonomiska framgång som Paramount någonsin noterat. Storverket gav strålande resultat föreskrivet antal år och när den indrogs från distribution blev detta upptakten till den period, under vilken vi alla såg fram mot en presentation en andra gång för en förväntansfull värld, en värld där det under tiden hade hunnit växa upp en ny stor biopublik; andra hade kanske missat filmen i första omgången och var nu ivriga inför en ny möjlighet att se den; en tredje kategori hade sett filmen och längtade efter att se den på nytt. Denna efterlängtnad är nu inne - och se! Vi har ett nytt mirakel! På praktiskt taget varje plats, där filmen visats under den senaste månaden i Förenta Staterna och Canada, har tidigare kassa-

BE SURE AND READ THE ANNOUNCEMENT ABOUT
PARAMOUNT'S TWO (2) ENTRIES IN THE CANNES
FILM FESTIVAL ON THE BACK COVER (Page 40).

rekord överskridits. Detta kan knappast tillskrivas ökade biljettpriser, ty priserna på denna film är nu praktiskt taget desamma som 1956. Nej, vad som hänt är att det än en gång kunnat konstateras, att "De tio budorden", Cecil B. De Milles stora filmskapelse, är den största och mest bestående filmen genom tiderna. Och nästa år, när "De tio budorden" återigen går ut på den internationella marknaden, får Paramounts internationella avdelningar ett oskattbart tillfälle visa, att också de kan slå de nära nog ett årtionde gamla rekorden, kanske kan de till och med prestera ännu finare resultat än de som Paramounts ledning just nu kan fröjda sig åt.

I detta nummer rapporteras Paramount Internationals fjärde, och sista, försäljningskonferens, den i den sydamerikanska avdelningen. Det är påtagligt av vad vi där kan läsa, att även denna konferens levde upp till internationella traditioner vad gäller entusiasm, företagaranda och intresse. Chef för Sydamerika är Henry B. Gordon och under dennes drivande ledning, med herrar J.E. Perkins, M. Goldstein och Guenter Schack som speciella gäster från New York, blev Buenos Aires-konferensen medlet som för filmindustrin i Syd- och Central-Amerika gjorde klart, att

STOCKHOLM - Although "The Slender Thread" premiered on what Paul Flodin called "one of the coldest, wettest and snowiest days of this winter," an audibly appreciative audience, defying the elements, roundly applauded the picture in its bow at the Sture Cinema.



STOCKHOLM - The city's parking lots played a big part in spreading the news about "The Sons of Katie Elder," at the Palladium. These posters are in the Rådmanngatan.



HELSINKI - Here is the crowd in the lobby of the Aloha, waiting to see "The Spy Who Came In From The Cold," and above are seat signs in the city's buses which helped spread the news about the espionage thriller at the Aloha.

Paramount har alla kvalifikationer för ett oslagbart ledarskap.

Världen har aldrig haft och kommer troligen aldrig att få ett överskott på stora komedi-aktörer eller komedi-par. Paramount har haft förmånen att under de gångna åren ha några av de största aktörerna i facket och det är så lyckligt att vi även nu har ett par nya "rolighetsministrar" i Marty Allen och Steve Rossi. Deras första Paramountfilm, "The Last of the Secret Agents?", har redan hunnit inregistrera en dynamisk framgång i Förenta Staterna och då skratt är något universiellt, kan man förvänta att framgången snabbt breder ut sig världen över, ty världen är högeligen i behov av många goda och hjärtliga skratt.

Två Paramountfilmer just nu förtjänar försäljningssidans uppmärksamhet: "The Night of the Grizzly", med Clint Walker och Martha Hyer, samt "Waco", en A.C. Lyles-västern med en av de mångstjärniga rollbesättningar, som gjort Mr. Lyles så populär. Båda kan rubriceras som rena underhållningsfilmer, fyllde av spänning och fria från problem. Hela världens biobesökare kommer att gilla dem, de är lätta att förstå, trevliga ur underhållningssynpunkt. Gör allt vad ni kan för dessa två filmer.

Och så har vi "Alfie" - helt enkelt den mest sensationella film i sitt slag som någonsin släppts ut av Paramount eller något annat bolag heller, för den delen.

Vilket härligt år vi har!



HOLLYWOOD - Mr. and Mrs. Rolf Lampa, visitors from Sweden, visiting with star Ann-Margret on the set of "The Swinger."



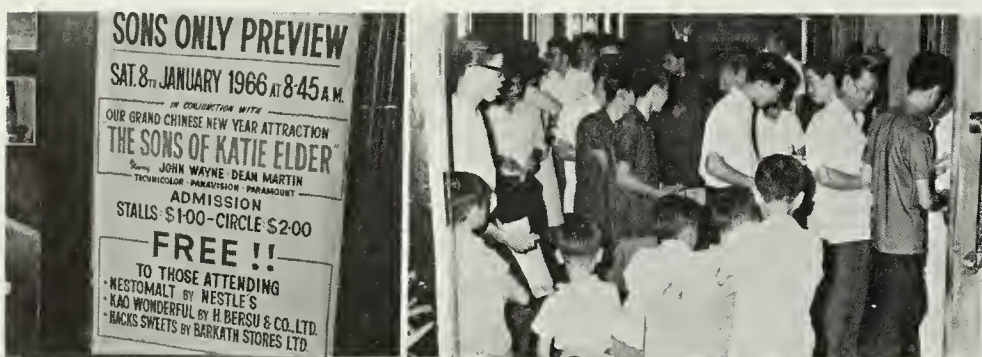
STOCKHOLM - Telephone box outside the renowned Ahlens Department Store in Klarabergsgatan has a fine sign for "The Slender Thread" -- and someone seems to be calling the Sture Theatre to find out when the film starts.

People who aren't afraid to roll up their sleeves seldom lose their shirts.

CATHAY PREVIEW "FOR SONS ONLY"



SINGAPORE - An unusual and very effective piece of showmanship by the Cathay Theatre in connection with the engagement of Hal Wallis' "The Sons of Katie Elder," was a "SONS ONLY PREVIEW."



Only sons were admitted to this special Cathay showing, and all of them received special gifts free. Above is a listing of the free gifts, and at right, a line-up of the boys and young men receiving their gifts.



KOWLOON - This is the window of the Lufthansa office in the Peninsula Hotel here, with a fine display for "Boeing Boeing," then playing at the Hollywood Theatre here and the King's in Hong Kong. By way of reciprocity, the Hollywood displayed in its lobby a model of the latest Lufthansa aircraft.



TAIPEI, Taiwan: Admirable display for "Boeing Boeing" in the lobby of the Ambassador Theatre here. The Hal Wallis comedy was very well received by the picturegoers of this very 'movie wise' city.

「十誠」不斷創奇蹟

一九五六年施素德美 (Cecil B. DeMille) 又譯西席·地密爾為派拉蒙攝製了「十誠」(The Ten Commandments) 得到了當時史無前例的成功，名利雙收。連着在各地賣座數年，到後來把它暫停發行時，全世界很多觀眾都在引頸等待它的「捲土重來」，這些觀眾包括了許多當時未成年而現在想看的，當時未看的，和已經看過而想重看的，現在這個「捲土重來」的時機已經來了。上個月這巨片在美國和加拿大推

出，成績竟超過了當年初次發行，造成了新的奇蹟！而且兩次發行的票價也相同，這次仍照「優先獻映」的票價發行，這次成功的原因實在是基於「十誠」是一部不朽的巨片。明年這片將在全世界的市場上與觀眾見面，相信也能打破它十年前所創的紀錄。

本期中我們報導派拉蒙國際業務會議的第四次（亦即最後一次）大會，在南美洲舉行，這次會議，在南美的總經理戈登

(Henry B. Gordon) 的督促下，亦獲得了偉大的成功。潘京士 (James E. Perkins)，高斯坦 (Milton Goldstein) 與沙克 (Gunter Schack) 是從紐約去的列席貴賓，這次會議使南美和中美各地認識了派拉蒙在今日影壇執牛耳的地位。

世界影壇沒有一個比派拉蒙能供給這麼多而優秀的滑稽演員及喜劇搭檔，現在派拉蒙很幸運的又造成了一對——亞倫與羅西 (Marty Allen and Steve Rossi)，他們第一部傑作是「The Last of the Secret Agents」已在美國創下賣座奇蹟，不久他們的影片將推到全世界。相信他們一定將

名聞天下，因為世界上很需要優秀和能令人發笑的演員和喜劇。兩部派拉蒙最近發行的新片是奇連·獲加 (Clint Walker) 與瑪莎·海雅 (Martha Hyer) 主演的「The Night of the Grizzly」和賴爾 (A. C. Lyles) 製片全體明星合演的「Waco」。兩部都是以動作取勝的影片，各地的觀眾都熱烈歡迎，因為在娛樂性上它們很容易令人接受。請你們對這兩部影片的發行上努力。

還有一部是派拉蒙別創一格的新片「Alfie」，它將是一部從未有過的最精彩影片。

我們派拉蒙正過着最令人驚異和興奮的一年。

NEWS OF THE PARAMOUNT SUBSIDIARIES

PARAMOUNT'S MUSIC RELEASES ALSO IN THE HIT CLASS



"Angela," published by Paramount Music Corporation, strikes a very popular musical note in "The Night Of the Grizzly," now enjoying a lot of public acclaim across the U.S. and Canada.

SOMETHING'S COMIN' OFF TONIGHT

WORDS AND MUSIC BY RON GRAINER



"Something's Comin' Off Tonight" is a saucily sung song in the Warren Beatty-Leslie Caron comedy, "Promise Her Anything," which is happyfying film fans everywhere. It is a publication of the Paramount music subsidiary, Famous Music Corporation.

Sign in a hospital cashier's window: "We don't operate to make money, but we need money to operate."



LONDON - Cover of "Theme from 'Sands of the Kalahari,'" published by Famous Chappell Ltd., British affiliate of Famous Music Corporation of New York.

"Shane"

David Carradine, who has a principal role in "The Royal Hunt of the Sun" on Broadway, will play the title role in "Shane," a TV Western series based on the 1953 Paramount picture. It will begin Sept. 17 on the American Broadcasting Company network.

Mr. Carradine will play the role portrayed by the late Alan Ladd. The only other actor yet selected for the series is Tom Tully, who will be the grandfather in the family, a role not in the movie.

"Shane" will be filmed in Hollywood by Titus productions, Inc., headed by Herbert Brodtkin. David Shaw will be executive producer. Filming will be at Paramount Studios.



HOLLYWOOD - Dot Records' artist Billy Vaughn is shown receiving a Golden Microphone for being voted one of the most popular recording artists in Peru. The poll was conducted by Lima radio station, OAX, and resulted in thousands of votes from Peruvian radio listeners. Especially cited was Vaughn's Dot Records album, "12 Latin Hits."

Presenting the award was José Luis Salazar, Director General of Distribuidora Peruana Sud-américa, S.A., one of the largest record manufacturers and distributors in Peru.

DOT AND OTHER LABELS LINKED IN "SECRET AGENTS" CAMPAIGN

Extensive promotions with three major recording labels have been set for "The Last of the Secret Agents?", Marty Allen's and Steve Rossi's debut film, which is now in national release.

More than 80 record distributors in 50 states are participating in the campaign, which encompasses the Dot (Paramount subsidiary), Reprise and Musicor labels.

Recordings available from "The Last of the Secret Agents?" include Dot's soundtrack album of Pete King's score for the Technicolor comedy, Reprise's 45-rpm single of Nancy Sinatra's vocal of Lee Hazelwood's title song, and Musicor's single of Steve Rossi's version of Neal Hefti's featured song, "You Are." Musicor is also issuing a Steve Rossi Album.

Paramount's field advertising and publicity executives throughout the country are working closely with record distributors in a wide variety of dealer promotions, including window displays, contests, radio tie-ins and other showmanship activities.

Larry Welk is Dot Records' Director of Administration

Randolph Wood, Dot Records' president, has announced the appointment of vice-president Larry Welk to the newly created post of Director of Administration.

Said Wood: "In his five years with Dot Records, Larry Welk has been given more and more important assignments, all of which he has performed in a highly satisfactory manner."

In his new role, Welk is responsible for all administrative functions both of Dot's Hollywood headquarters and the extensive branch organization. He also will be responsible for liaison with Dot's parent company, Paramount Pictures Corporation, in New York. Welk will report to Christine Hamilton, Dot Records' executive vice-president and director of sales.

Larry Welk joined the company in 1961 as a field representative while still attending college. He quickly moved in successive steps through branch administration and credit, until, in 1963, he was named credit manager. A year later the Dot Record Club was initiated and Wood named Welk its general manager. In 1965, Dot's president added director of personnel to Welk's growing list of duties and elevated him to a vice-presidency of Dot Records.

SHORT FEATURES

DAY BY DAY, IN EVERY WAY,
PARAMOUNT'S SHORTS ARE GETTING
BETTER AND BETTER AND BETTER!



This is a scene from "Air Racing," a Paramount documentary of profound interest to the hundreds of thousands of small aircraft fliers in the U.S. today, and the millions of people interested in them.

The locale is the air-racing field at Fort Wayne, Ind., and the races of the 190 cubic inch class small aircraft, many of them not much larger than big toys, and some of them flown by men who pioneered the giant aircraft of today.

Produced by Frank Gudaitis and Mel Stickney, "Air Racing" is solid family entertainment and a fine, saleable addition to Paramount's short features schedule.

"OP POP WHAM AND BOP"

...shapes up as one of the best reels to come from our Cartoon Studios in months. It is in the best tradition of a Tom and Jerry type of cartoon, with a cat and a mouse chasing each other through the odd-looking paintings and statues in a museum of modern art.

Take a good 'art' look at it! It's a booker's dream!

Two extremely interesting Paramount short features, in glowing color, are Virginia City Centennial, and Trail Ride.

Virginia City is a Nevada tourist spot, maintained as it was in the days of the Gold Rush, and is a true reminder of a fascinating era of American thrills and adventure of a full century ago.

Trail Ride is the camera story of two motor-cyclists and their ride from the Canadian border down the West Coast to Mexico. It will stir the wanderlust in every viewer.

RIGHT

An exciting ostrich race in Virginia City Centennial.



Two of the best travel shorts (color) that Paramount has had for release in a long while are, "The Byways of France" and "Three Parts of Gaul" (which also covers France). Above is a scene in the port of La Rochelle, in "The Byways of France."



The Winik Films "Sports In Action" short, "Ski Boom," is packed with action in every frame. We picture a sample of it here. "Ski Boom" is in color, of course.

And another colorful fact about "Ski Boom" is that it is currently being featured on the programme at the Radio City Music Hall, New York City, the third Paramount short to be honored in two successive bills. The others were: "Race With the Wind" and "Of Sea and Ships."



today

TAKE A FUN-FILLED HOLIDAY
SEE THE EXCITING TRAVELOG

MIRROR OF SPAIN

A PARAMOUNT RELEASE
Produced by Show Associates

FEATURING **Penney** FASHIONS

NAME OF THEATER _____ DATES _____

This poster for the 2-reeler, "Mirror of Spain," prepared in brilliant colors by the J.C. Penney Company, sponsor of the film, has been shipped in quantity to their 1,600 stores. A space has been provided for the name of each theatre screening the short. As advised by Mario Ghio, the J.C. Penney Company will fully cooperate on each and every domestic engagement.

"S k i B o o m"

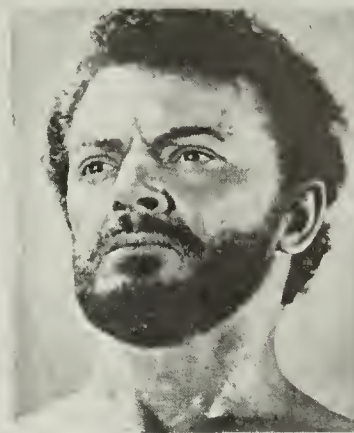
The very colorful and exciting Winik "Sports In Action" short about water-skiing in Florida, is on the current bill at New York's Radio City Music Hall. This is the third Paramount short in two bills to play the Music Hall. No other company can match this record.

Cornel Wilde star of "THE NAKED PREY"

A PARAMOUNT PICTURE

says

SINCLAIR PAINTS

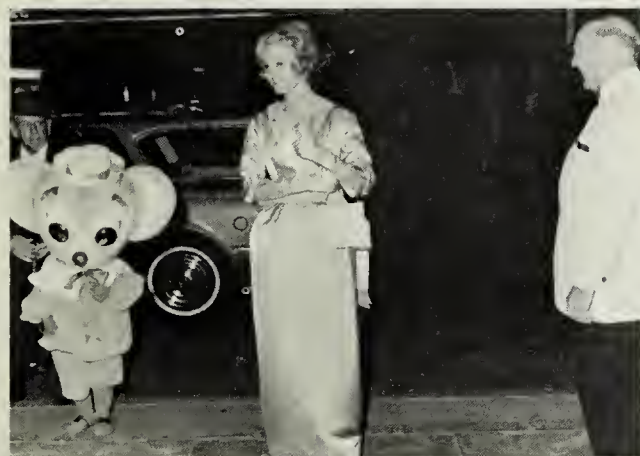


make
every
painter
an artist

SHOWMANSHIP
SHOWMANSHIP



ADELAIDE, Australia - In the lobby of the Majestic Theatre, transformed temporarily into a "Berlin Wall," are the theatre's six usherettes transformed temporarily into "Mata Hari Spies" for the colorful premiere of "The Spy Who Came In From The Cold." The six beauties gave the members of the notable audience real thrills as they escorted them to their seats. The gals, from left, were: Jillian Pengilly, Barbara Woodlands, Nancy Boundy, Patricia Meldrum, Sandra Munro and Maria Gus.



ADELAIDE - All top TV personalities from ADS Channel 7 attended the premiere of "The Spy Who Came In From The Cold" at the Majestic Theatre, which was in aid of the "Girl Of The Year" Quest. Here 'Mighty Mouse' is escorted by Miss April Allison, one of the 'Quest' entrants. At right is Chic Arnold, dynamic Majestic manager.

EXHIBITORS MAY EXPECT TO PROFIT IN DIRECT PROPORTION TO THE SKILL AND ENTHUSIASM THEY PUT..

LOS ANGELES - Two varieties of this impressive 24-sheet poster linking Cornel Wilde, Paramount, "The Naked Prey" and Sinclair Paints, were used throughout the Los Angeles area. One was in gold, black and white, the other in simple black and white. Local Paramount advertising and publicity manager Henry N. Ehrlich said that all of the signs were in excellent locations as he had personally checked them out.



BRUSSELS, Belgium - One of a host of top bookstores in this city which provided cooperative window displays for the book, "The Spy Who Came In From The Cold" when the Paramount espionage thriller played the Plaza, Vendome, Avenue and Scala theatres to record success.

Back and front covers (in color) and many news pages of the April 13 issue of Motion Picture Herald were devoted to the brand new showmanship campaign of the brand new release of Cecil B. DeMille's production, "The Ten Commandments." In addition, the Herald had a special editorial on the picture, of which this is quoted:

"The new issue of 'The Ten Commandments' is an event awaited with unusual interest by both the motion picture trade and the general public. Exhibitors welcome the opportunity to play again Cecil B. DeMille's epic because audiences of today seem to be waiting for screen spectacles of this scope and size. Nine years has

Action
Extra

Pioneer Press

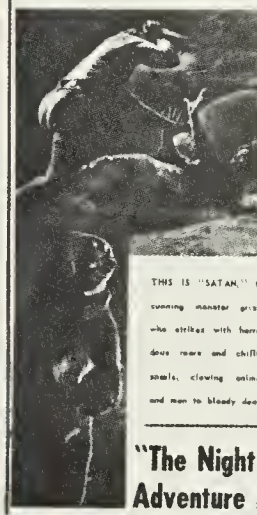
Western
Edition

A PARAMOUNT PICTURE

IN TECHNISCOPE AND TECHNICOLOR

A NIGHT LENGTHENED BY A THOUSAND TERRORS

Destruction and Death Comes To Hope, Wyoming;
Big Jim Cole Makes Courageous Stand During
"The Night Of The Grizzly"



Adventure, excitement and action for the entire family. "The Night of the Grizzly" starring Clint Walker, Martha Hyer and Keenan Wynn tells the story of a family's struggle against hostile elements in an untamed wilderness and of the fear of "Seton" - the marauding killer who leaves his mountain lair to maim and kill!

Danger threatens from every corner in Paramount Pictures' "The Night of the Grizzly." Filmed in Techniscope and Technicolor and designed to be entertainment for the entire family, it stars Clint Walker, Martha Hyer and Keenan Wynn.



THIS IS "SATAN" the cunning monster grizzly who strikes with horrendous force and chilling snarls, clawing animals and men to bloody death.



Money Kula, star of "The Beverly Hills Cop," as seen in "The Night of the Grizzly."



Frontier family finds action, fear, terror while raising cattle and crops in town of Hope, Wyoming.

"The Night Of The Grizzly" - Action-Adventure Drama For Entire Family

More than 1,000,000 copies of "The Pioneer Press," a four-page herald in the style of a tabloid newspaper (Page 1 above), will be distributed by U.S. and Canadian exhibitors in advance of the opening of "The Night Of the Grizzly" in a national release this month.

Under a dramatic headline "A Night Lengthened by a Thousand Terrors," the herald highlights all the action and adventure elements in the film in stories and pictures. Copies will be distributed not only at theatres but also at schools, shopping centres and other high-traffic localities.

passed since this Paramount film had its premiere. A survey by the A.J. Wood Research Company indicates that 60% of those who saw the film originally wish to see it again and the same high percentage wants to see it for the first time. The research organization also reported that 14% of those polled consider "The Ten Commandments" the greatest motion picture of all time....Exhibitors who book this outstanding picture may expect to profit in direct proportion to the skill and enthusiasm they put behind the campaign in their own communities. The film has already proved itself as one of the top grossers of all time. The new campaign (prepared by Paramount) is geared to today's needs but it must be implemented at the local level."



HOLLYWOOD - Vera Miles with her husband, Keith Larsen and her daughter Debra at the cocktail party honoring Sid Caesar's 25 years in show business on the set of "The Spirit Is Willing." Both Sid and Vera co-star in the chill-and-thrill comedy.



HOLLYWOOD - Two of entertainment 'giants' contributing to the hilarity of "The Spirit Is Willing" -- cigar-smoking William Castle, its producer, and Sid Caesar, mirthmaker par-excellence.

THE INTERNATIONAL BOX-OFFICE TICKER

THE SPY WHO CAME IN FROM THE COLD

'Sensational' in 3-theatre combination in Vienna....'Terrific' in Paris at end of 33-day run at Paramount and 3 other houses.. In Germany, at end of Hamburg's City Theatre's 32 days and Dusseldorf's City Theatre's 29 days, results 'marvelous'...In Italy, at jet speed, and continuing, Genoa, 4 weeks; Milan, 23 days; Rome, 26 days -- all spots continuing....Spain, going at top speed in Barcelona's Novadades, and Madrid's three-theatre release....Hongkong - 'Capacity'... Melbourne, Barclay 'holding up magnificently'

THE SONS OF KATIE ELDER

Excellent 20-day run at Zoo Palast, Berlin...May Theatre, Haifa, well above average...In Barcelona, 38 days at Novadades, 7 days at Balana - and magnificent gross.... Puerto Rico Theatre, San Juan, superb two weeks...In Caracas, Venezuela, a 4-theatre premiere...Bogota, Colombia, 4 weeks at The Opera, continuing indefinitely at the Maria Luisa....In Buenos Aires, a special midnight premiere held at Opera and Pueyrredon Theatres so completely overwhelmed, a repeat midnight show a week later was even more completely overwhelmed, thus forecasting an outstanding release engagement.

JUDITH

Sensational opening at Ron Theatre, Haifa. Long run expected...Two fine weeks at Amsterdam's Tuschinski and a move-over to The Corso...Superb two-theatre release in Lisbon....Two weeks at the Rex, Zurich, and continuing....(Paris' sensational business reported elsewhere).

SANDS OF THE KALAHARI

A 13-day run at the Avenue in Manila, Philippines...At Normandie, Buenos Aires, first four days about level with a full week's average business.

L'ETERNO MIRACOLO DI "I DIECI COMANDAMENTI"

Quando nel 1956 Cecil B. DeMille creò per la Paramount quel capolavoro che è I DIECI COMANDAMENTI, egli consegnò alla nostra Casa la chiave del più immenso prestigio e successo finanziario che la Paramount abbia mai conosciuto. Questo film gigantesco ha magnificamente trionfato per il prescritto numero di anni. Poi, quando fu



ritirato dalla circolazione, cominciammo tutti a contare i giorni di quel lungo periodo dopo il quale avremmo nuovamente potuto presentare queste superbe produzioni ad un mondo in attesa, cioè ad un mondo costituito sia da una nuova generazione cresciuta nel frattempo, che da tutti coloro che si erano amaramente pentiti di non aver visto il film la prima volta e infine da tutti gli altri che, proprio per averlo veduto, non sognavano che di rivederlo. Ebbene, ora è arrivato il momento - e sapete che il miracolo si sta rinnovando. Ad ogni sua nuova uscita in locali degli Stati Uniti e Canada, il mese scorso, gli incassi del film hanno generalmente battuto i record stabiliti dalla programmazione originale. E non è da dire che ciò sia dovuto ad aumento di prezzi dei posti perchè tutte le volte sono stati adottati i prezzi eccezionali dei grandi lavori che più o meno sono oggi gli stessi del 1956. La verità è che I DIECI COMANDAMENTI di Cecil B. DeMille prova ancora una volta d'essere il film più grande ed eterno che ci sia mai stato. E l'anno prossimo, quando I DIECI COMANDAMENTI uscirà di nuovo sul mercato internazionale, la Divisione Internazionale della Paramount avrà l'impereggiabile occasione di dimostrare che anche all'estero questo film non solo riuscirà a battere le cifre record raggiunte dieci anni or sono ma anche ad ottenere risultati superiori a quelli del mercato americano che stanno oggi deliziando i capi supremi della nostra Casa.

In questo numero troverete una relazione sul quarto ed ultimo dei nostri congressi internazionali di noleggio, cioè quello della divisione dell'America Latina. Come avrete agio di constatare voi stessi da quanto pubblichiamo, anche questo congresso ha suscitato tutto quell'interesse ed entusiasmo che sono parte integrante delle più belle tradizioni della branca internazionale della Paramount. Sotto la dinamica direzione del Capo della divisione Latino Americana Henry B. Gordon, e con la presenza dei Sigg. J.E. Perkins, M. Goldstein e Cuenter Scheck venuti appositamente da New York, nonché del Sig. Henri Michaud, di Parigi, la riunione di Buenos Aires ha ampiamente dimostrato all'industria cinematografica del Sud e Centro America che la Paramount ha tutti i requisiti per mantenersi la sua posizione di primato.

Il mondo non ha mai avuto, e probabilmente non avrà mai, una sovrabbondanza di grandi comici, soli od appaiati. Ma la Paramount che ha avuto le fortune di possedere in passato qualcuna delle più famose coppie di comici, ha oggi la fortuna di avere in Marty Allen e Steve Rossi un nuovo grande duetto. La loro prima commedia THE LAST OF THE SECRET AGENTS? ha già riportato enorme successo dovunque sia uscita negli Stati Uniti e siccome il ridere è universale, abbiamo giusta ragione di ritenere che questo successo vada man mano estendendosi al mondo intero, perchè veramente il mondo ha molto bisogno di poter ridere un po'!

Due pellicole Paramount che meritano un buon lavoro di espletamento sono THE NIGHT OF THE GRIZZLY, con Clint Walker e Martha Hyer, e WACO, un Western di A.C. Lyles, con un ottimo insieme di attori che il pubblico già conosce ed apprezza. Si tratta di due film puramente d'azione, senza problemi di sorta, che piaceranno al pubblico di qualsiasi parte del mondo perchè sono facili e capirsi, tengono desta l'attenzione e divertono. Dedicate al loro espletamento i vostri migliori sforzi.

Poi c'è ALFIE che è facilmente uno dei film più sensazionali del suo genere che sia stato mai distribuito dalla Paramount o, per essere più precisi, da qualsiasi altra Casa. Cui magnifico anno abbiamo dinanzi e noi!

NEW YORK - Marty Allen and Steve Rossi are on a national showmanship tour for "The Last of the Secret Agents?" There is almost nothing they will not do to keep the comedy in sharp fun focus. At right, they are in Mangararo's, Hero Boy Restaurant, celebrated Italian sandwich emporium on 9th Avenue in the heart of New York's outdoor marketing district. With them are beauty queens Regi Ruta and Marta Mayo - and between the four of them is the world's largest hero sandwich, measuring more than seven feet and weighing 25 pounds. (If they had finished it, they would indeed have been "The Last of the Secret Agents?").

W I N D O W O N T H E W O R L D

You Must Be Fit
For Westerns...



You'd better be in top physical shape, if you want to act in westerns. That's the opinion of Terry Moore (above), who displays her own fetching shape as a saloon girl in Paramount's "Waco," in which she stars with Howard Keel, Jane Russell, Brian Donlevy and Wendell Corey.

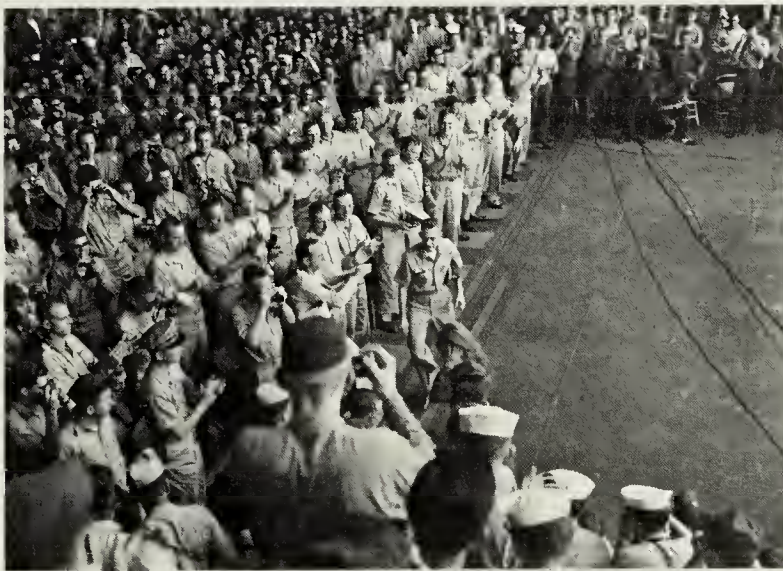
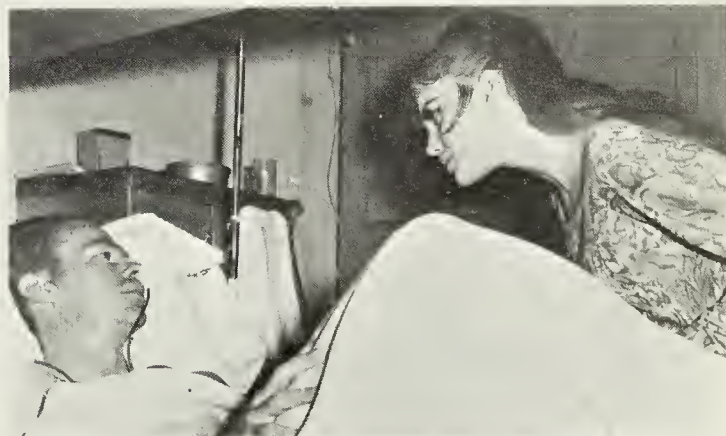
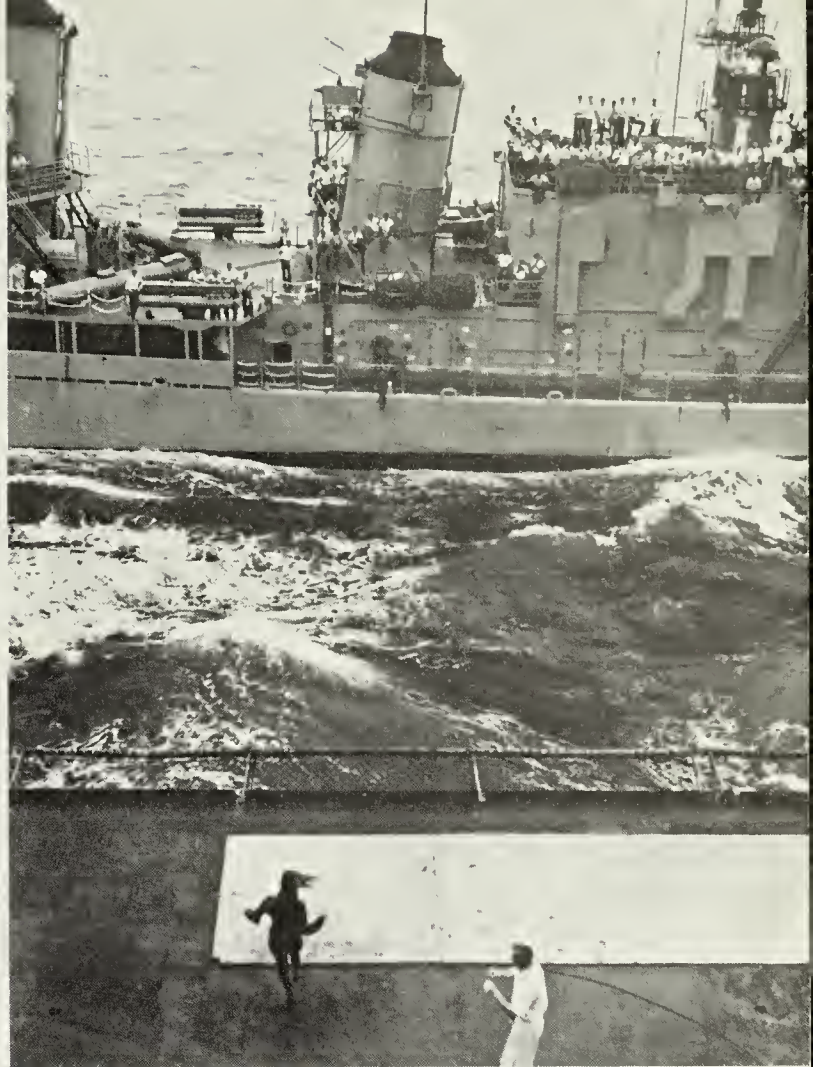
Miss Moore wasn't referring to curvaceous contours, however. The fast action of westerns and the pace at which they are filmed make it imperative for women as well as men to be physically fit. A person in sub-par condition couldn't take it, the petite actress says. It's just the way she likes to work and she couldn't be happier.

For the 5' 2", 100-pound bundle of energy, "Waco" represents her third western for producer A.C. Lyles and Paramount in a year. And she practices as well as preaches a physical fitness program. When not on a film she walks four miles a day and does yoga exercises every day. Horseback riding, swimming, tennis and skiing, depending on the season, are also included on the (Terry) Moore physical fitness schedule.

LILLIAN GISH, who is celebrating her 62nd year as an actress, has a very important role in Paramount's recently-completed suspense-drama, "Warning Shot," starring Davis Janssen.



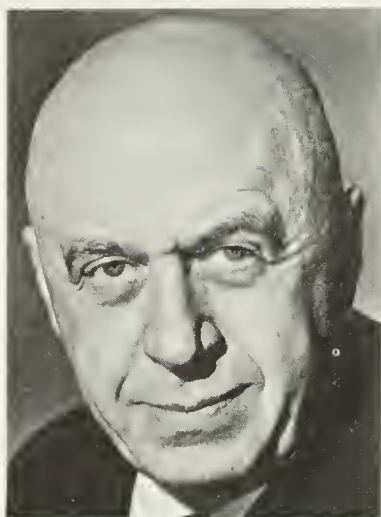
HOLLYWOOD - Ann-Margret, sparkling star of "The Swinger," is back here after a grand job of entertaining units of the United States Forces in Vietnam. On this page are some of her activities on board the USA "Kitty Hawk," a massive aircraft carrier. Directly above, she is doing her song and dance act for flight personnel on the vessel's hangar deck. At top right, she is doing an over-the-waves act for the crew of the USS "Massey" from the deck of the aircraft carrier, both vessels being at the time in the South China Sea. At right she is talking with Howard L. Niswanger, IC2 of the "E" Division in Sick Bay on board the "Kitty Hawk." An idea of the immense audiences she attracted on board the carrier can be seen from the picture immediately below. The star (Ann-Margret) is in the lower left corner of the cleared space, her hands over her ears because of the detonations of the applause in such a confined space. Later we hope to have further pictures of the star's other entertaining activities in various parts of the zones of conflict.



Paramount



BANGKOK, Thailand - Here beyond any shadow of a doubt is the world's biggest "Moll" - a paint and plaster board one atop the marquee of the Paramount Theatre here, advertising "The Amorous Adventures of Moll Flanders." And, like the original, attracting an avid, eager, capacity audience.



OTTO PREMINGER

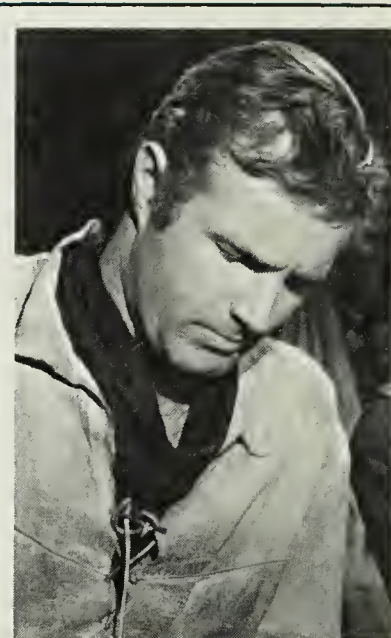


VERA MILES



ELEANOR PARKER

PARAMOUNT HAS TWO GREAT MUSICALS IN WORK, both of them based on outstanding Broadway triumphs. They are HALF A SIXPENCE and ON A CLEAR DAY YOU CAN SEE FOREVER. Both will be 1967 releases.....WARNING SHOT, which has David Janssen as star, also has the following distinguished cast: Ed Begley, George Sanders, Joan Collins, Lillian Gish, John Garfield, Jr., George Grizzard, Sam Wanamaker, Eleanor Parker and Keenan Wynn....Neil Simon will write the screen adaptation of his hit Broadway comedy, BAREFOOT IN THE PARK, which Hal Wallis will produce for Paramount release. He is also the author of the current Broadway comedy, THE ODD COUPLE, which will be a Paramount release also....Otto Preminger has acquired the film rights to John Hersey's new novel, TOO FAR TO WALK, and will produce it as a film for Paramount release early in 1967.....Stephen Boyd, currently starring in THE OSCAR, will star in Joseph E. Levine's CAPER OF THE GOLDEN BULLS. It will be an Embassy-Paramount co-production, and will be made later this year in Hollywood, Madrid, Rome and Paris. It will be released domestically by Embassy and throughout the rest of the world by Paramount....Vera Miles is portraying the wife of Sid Caesar's characterization in THE SPIRIT IS WILLING. This picture is William Castle's first project under his multi-picture association with Paramount and is being filmed under top secret conditions.....THE DOWNHILL RACERS, a drama of action and adventure among Olympic team competitors at America's most challenging ski runs, will be produced by Stephen Alexander. Shooting will begin on location at leading American ski resorts, in December. Alexander recently produced THE SLENDER THREAD, and in June will commence filming NO TRUCE AT TRINIDAD, a drama about enemy prisoners of war interned in the US during World War II, which is scheduled for filming next month near Las Cruces, New Mexico....Daliah Lavi, Israeli-born actress, will co-star with Laurence Harvey in Joseph E. Levine's THE SPY WITH A COLD NOSE, Paramount-Embassy co-production scheduled for filming in England this summer. It is a comedy of international intrigue, set in London and Moscow.....Steve Allen is the latest addition to the cast of WARNING SHOT. He plays a sardonic television personality who does anything to focus attention on himself.....Oscar Homolka has replaced Akim Tamiroff as a Russian colonel in FUNERAL IN BERLIN, which stars Michael Caine, and which is now being filmed in Berlin. Picture is being produced by Harry Saltzman and Charles Kasher, directed by Guy Hamilton, with Anjanette Comer also starred.....BARQUERO, an action-filled Western set in Arizona near the Mexican border, is about to go into production with a popular cast starring.



JAMES CAAN

PALM SPRINGS, Calif: Howard Hawks' new Paramount western, ELDORADO, which had its first sneak preview at the Plaza here Friday night, not only received vociferous applause for John Wayne and Robert Mitchum, but also cut another notch to stardom for comparative newcomer James Caan.

Many of the highly favorable preview comments mentioned Caan as a "new find." Hawks and a Paramount contingent headed by Howard W. Koch were on hand to witness the happy reaction to ELDORADO.

-Hollywood Reporter

AN INTERNATIONAL EVENT

WORLD PREMIERE OF "IS PARIS BURNING?" SET FOR SEPTEMBER ----- IN PARIS

The world premiere of "Is Paris Burning?" will be held in the French capital in September, as a tribute to the gallant men and women who fought and intrigued to free their city during World War II, it is announced by George Weltner, president of Paramount Pictures Corporation.

The gala premiere will be one of the most spectacular of its kind ever staged in Europe, with many of the actual heroes and heroines of the French Resistance movement as special guests of honor. They will be joined by many of the stars of "Is Paris Burning?", high French officials and dignitaries from other countries.

Following its Paris premiere, the epic film will open in October in selected cities throughout the world, including New York, Los Angeles, London, Berlin, Hamburg, Munich, Brussels, Madrid and Barcelona. Before the end of the year, it will open also in Tokyo, Rome, Milan, Sydney and Buenos Aires, as well as in key cities throughout the U.S. and Canada.

"It is a fitting tribute to the people of France that the true story of their heroism and courage in liberating the City of Light - a story of ordinary people who proved themselves extraordinary as they fought, loved and died for their country -- should be told to freedom-loving people throughout the world almost simultaneously through the medium of a motion picture that we believe will go down in history as the greatest of its kind," Weltner said in his announcement of the international release plan.

"Is Paris Burning?" has its American premiere October 18th at New York's Criterion Theatre, on a reserved-seat policy. The Los Angeles opening will be October 20th at the Warner Theatre.



PARIS - At Orly Airport, Mr. and Mrs. Charles G. Bluhdorn (he is newly elected a Director on the Board of Paramount Pictures Corporation), are welcomed by Hugo Stramer (shaking hands), Henri Michaud and Martin Davis (centre) and Luigi Luraschi (right). Mr. and Mrs. Bluhdorn accompanied Paramount president George Weltner and Messrs. Martin Davis and Charles Boasberg to Paris for a special screening of the nearly-edited "Is Paris Burning?"

THE MEMO WHICH PASSED THE GREAT
"IS PARIS BURNING?"
NEWS TO
THE COMPANY'S EXECUTIVES

PRESIDENT WELTNER'S REACTION TO "IS PARIS BURNING?"

I have just returned from Paris where I saw a very rough cut print of IS PARIS BURNING? Although I have attended many screenings of this type over the years, I can honestly say that this was one of the most overwhelming experiences of my lifetime.

Sitting in that dark projection room, it was as if the clock had suddenly been turned back 22 years and that we ourselves were actually participating in the Liberation of Paris. We were swept into the very heart of one of the most important and crucial events of modern times, and we felt every human emotion as we shared in the laughter, tears, dangers and sacrifices of the heroic men and women whose story this is.

In an industry where all the superlatives have already been used how can you adequately describe the greatness and majesty of IS PARIS BURNING? It speaks to all peoples and to all generations, and it will be acclaimed and cherished by audiences of record proportions throughout the world.

IS PARIS BURNING? is a tribute to the talents of all connected with it and I especially regret that Paul Graetz did not live to see the fulfillment of his dream. The picture is now being put into its finishing stages with a musical score by two-time Academy Award winner Maurice Jarre. In its completed form, it will be even more overpowering, and it will not be too long before you are able to see it for yourself.

In the meantime, I know that you can be counted on to spread this good news to all concerned, to your own staff, to exhibitors and to the communications media. In IS PARIS BURNING? we have an epic attraction of which our Company can indeed be proud and boastful.



MANILA, Philippines - The VIP room at International Airport recently as a number of notables gathered to welcome Mr. and Mrs. James E. Perkins and Mr. S.A. Henriksen to Manila. Reading from left: Elpido Rosal, Paramount manager A.S. Velasquez, Antonio Dulalia, Billy Gruenberg, Enrique Gruenberg, Mrs. Elpido Rosal, Mrs. Gloria Velasquez, Mr. Henriksen, Mrs. Perkins, Ernesto Rufino, Mrs. Rufino, Mr. Perkins, Ric Javier and Guillermo Tiomico.

Otto Preminger's "Hurry Sundown"

Here is the cast of players for Otto Preminger's production of K.B. Gilden's best-selling novel, "Hurry Sundown":

MICHAEL CAINE
CANDICE BERGEN
DIAHANN CARROLL
BURGESS MEREDITH
FAYE DUNAWAY
JOHN PHILLIP LAW
ROGER SMITH
BEAH' RICHARDS
ROBERT HOOK

Preminger will produce and direct "Hurry Sundown" entirely on location beginning next month, in Panavision and color.

PATULOY NA LUMILIKHA NG MGA KABABALAGHAN ANG "THE TEN COMMANDMENTS"

Noong likhain ni Cecil B. DeMille ang "The Ten Commandments" noong 1956 upang ipamahagi ng Paramount ay binigyan niya ang ating samahan ng malaking karangalan at kasaganaan na wala pang katulad sa nakaraang panahon. Ang dakilang panooring ito ay boong ningning na nailabas sa loob nang nakatakdang panahon. Nang itigil ang pamamahagi nito ay nagsimula ang ating pananabik sa muling pag-aalay nito sa nananabik ding daigdig, isang daigdig na mayroong isang bagong hukbo ng manunood sa bagong saling-lahi na sumapit sa hustong gulang sa panahong ito; isang hukbo pa rin ng mga manunood na hindi nakapanood noong unang pagtatanghal at ngayon ay sabik na sabik sa isang pagkakataon upang mapanood ito; at ng pangatlong hukbo ng mga manunood na nakapanood na nito at gustong-gustong makapanood uli. Ang panahong ito ay dumating na—at anong kababalaghan! Sa lahat halos ng mga dulaang pinaglabasan nito noong nakaraang buwan sa Estados Unidos at sa Canada ang kinita ngayon ay higit kay sa noong unang pagtatanghal noong 1956. Hindi masasabing ito ay dahilan sa presyo. Ang presyo noong 1956 at ngayong 1966 ay halos pareho. Hindi nga ito ang dahilan kundi ang "The Ten Commandments" ni Cecil B. DeMille ay siya pa rin pinakadakilang panoorin hanga ngayon. At sa susunod na taon, na ang "The Ten Commandments" ay pamuling itatanghal sa labas ng Estados Unidos at Canada, ang mga taga-International Division ay magkakaroon ng pagkakataon na maipakita na sila man ay lalagpas din sa mga 'records' na nagawa noong unang pagkabalas nito at maari pang lagpasan nila ang mabuting kinalabasan nang muling pagtatanghal sa Estados Unidos at Canada na ngayon ay ikinalulugod ng mga pumuno ng Paramount.

Sa bilang na ito ay ibinabalita namin ang ika-apat at pang-huling kapulungan ng Paramount—ito ay iyong sa Latin Amerika. Makikita sa mga balita, na gaya ng sa ibang naunang mga kapulungan, ay napakalaki rin ang sigla at sigasig. Sa pamamatnugot ng tagapamahalang Henry B. Gordon ng Latin American Division at sa pagkakadalalo nina Gg. J. E. Perkins, M. Goldstein at Guenter Schack bilang mga panauhing galing sa Nueva York, ang kapulungang ito sa Buenos Aires ay nagpatunay sa Timog at Gitnang

Amerika ng pangunguna ng Paramount sa indus-tryang ito.

Ang daigdig ay hindi pa nagkaroon at marahil ay hindi magkakaroon kailan man ng labis na mga taga-pagpatawa at koponan ng mga tagapagpatawa. Isang malaking kapalaran ng Paramount ang pagkakaroon ng mga dakilang koponan ng mga taga-pagpatawa noong nakaraang mga panahon. Ngayon ay isa ring malaking kapalaran ang pagkakaroon ng isang bagong koponan sa pagsasama nina Marty Allen at Steve Rossi. Ang una nilang pelikula para sa Paramount ay ang "The Last Of The Secret Agents?". Ito ay kasalukuyang umaani ng tagumpay sa mga unang paglalabas sa Estados Unidos at spagka't ang pagtawa ay panglahat ay inaasahan namin na ang tagumpay na ito ay kakalat sa boong daigdig na ngayon ay kasalukuyang talagang nangangailangan ng malalakas at boong pusong mga halakhak.

Dalawang bagong produksyon ng Paramount ang karapat-dapat pagukulan ng pagsisikap. Ito ay ang "The Night Of The Grizzly" na lalabasang magkasama nina Clint Walker at ni Martha Hyer; at ang "Waco", isang likha ni A. C. Lyles na lalabasan ng sama-samang malalaking mga bituin. Ang dalawang ito ay parehong "bakkakan" at walang mga suliranin. Ang mga manunood sa boong daigdig ay magugustuhan ito sapagka't madaling maintindihan.

At saka nandito rin ang "Alfie"—na maaring asahang maging siyang pinaka-nakatatawag pansin pelikulang naipamahagi ng Paramount o ng alin mang samahan ng pelikula.

Ano ngang kahanga-hangang taon ito para sa atin!



BOMBAY - In India, manpower transcends horsepower, as is indicated by the motivating force back of these decorated handcars advertising "Sands of the Kalahari" at the New Empire. Film enjoyed a fine 2-weeks' run.

"PARADISE, HAWAIIAN STYLE," A SKY-HIGH HIT IN JAPAN

Far out-topping Elvis Presley's two most recent hits, "Roustabout" and "Fun In Acapulco," the star's newest, "Paradise, Hawaiian Style" has registered a hit of massive four-theatre proportions in Tokyo's Tokyo Gekijo, Shinjuku Piccadilly, Shibuya Tokyo and Asakusa Taisho-kan.

General manager Julian Binstock has cabled comparative figures, adding..... HOLDING OUR OWN VERY WELL AGAINST ALL OTHER STRONG GOLDEN WEEK RELEASES AND EVEN OUT-FOXED "STAGECOACH" WORLD PREMIERE BY OVER FORTY PERCENT.

("Golden Week" was an occasion which brought into release each company's best offering).



JOHN WAYNE as he appears in Howard Hawks' epic Western, ELDORADO.

MORE CONVENTION GLIMPSSES



PARAMOUNT 1966
YEAR OF THE HARVEST.
EL AÑO DE LA ABUNDANCIA.

LATIN-AMERICAN
SALES AND
MERCHANDISING
MEETING.
B.S. AIRES-APRIL 27-29



At the official farewell luncheon of the Latin American convention, Andres Sanz, as host, reveals that all of the comic lines were not in the Allen & Rossi picture. He had some of his own. And Messrs Schack, Gordon, Perkins, Michaud and Goldstein enjoyed them, as we are sure that the rest of the delegates also did. (Perpetuating, of course, the spontaneous good spirit which permeated the entire meeting).

THE DELEGATES SHOWN TERRITORIALLY WITH MESSRS. PERKINS, MICHAUD, GORDON, GOLDSTEIN AND SCHACK.



ARGENTINA

Miss Marti, Messrs. Stagnaro, Sanz, Nuin, Brunetti, Perez Navas.



MEXICO

Messrs. Alonzo (glasses) and Enrique Molina.



BRAZIL

Messrs. Sill and Adhemar Leite Cesar.



URUGUAY

Representative Garcia and Andrés Sanz (right).



COLOMBIA

Messrs Walter Senior (left back) and Cortes (second from right).



CHILE

Messrs. Patino (left back) and Laupheimer (second from right).



PERU

Joel Hart.



PUERTO RICO

Frank J. Planas (rear centre).



TRINIDAD

Messrs Rodney Webb (flag) and Howard Rochlin.



VENEZUELA

Erich Grunspan (right rear).



PANAMA

Messrs. Fritz Reimert (left rear) and Peter Moreno (second from right).

SUCCESS STORY IN 6 PAGES OF VARIETY'S INTERNATIONAL EDITION



"Burn Paris!" was the order that had come shrieking over the phone.

IS PARIS BURNING?

With a stunning international cast.

JEAN-PAUL BELMONDO CHARLES BOYER LESLIE CARON
JEAN-PIERRE CASSEL GEORGE CHAKINIS ALAIN DELON
NURK DOUGLAS GLENN FORD GERT FRÖBE E.G. MARSHALL
YVES MONTAND ANTHONY PERKINS SIMONE SIGNOREY
ROBERT STACK MARIE VERSINI SNIP WARD ORSON WELLES

Produced by PAUL GHAETZ Directed by RENE CLEMENT Director of Production LOUIS WIPF
Screenplay by GORE VIDAL and FRANCIS COPPOLA Additional Dialogue by MARCEL MOUSTY
Based on the Best Selling Book by LAURET COTTE and DOMINIQUE LAPIERRE Music by MARCELO GIARD
& Co-Production TRANSCONTINENTAL FILMS-MARINAE PRODUCTIONS & PARAMOUNT PICTURES

OPENING IN THE CAPITALS OF THE WORLD IN 1966!

HERE IS THE GREATNESS OF PARAMOUNT MEASURED IN THE ONLY YARDSTICK THAT REALLY COUNTS IN OUR INDUSTRY ***** Product so great as to be absolutely unmatched by any other company..... Product which will make 1966 a giant stepping-stone for an even more towering 1967.

lecherous, lovable, richly laughable, altogether sensational!

'see it, it's marvellous'

'it's dead funny'

'Michael Caine... tops everything else on the London scene'

'superlatively directed by Lewis Gilbert'

'as good an Alfie as one could hope for'

'rich, ripe, randy portrait of a Cockney Casanova'

'Caine... superb'

'often wildly funny'

'Michael Caine... a stunningly good performance'

'Super film'

'Michael Caine... perfect'

ALFIE

IS THE OFFICIAL BRITISH ENTRY IN THE CANNES FILM FESTIVAL!

ALFIE broke all existing records at the Plaza of mouth that the third week was greater than record. And how those critics raved! ALFIE's Theatre, London. So tremendous was the word the first — which in itself set an opening week just sensational! And he's from PARAMOUNT!

MILICENT MARTIN • JULIA FOSTER • JANE ASHER • SHIRLEY ANNE FIELD • VIVIAN MERCHAND • ELLANDOR BRON

SHELLEY WINTERS AS RUBY • TECHNICOLOR • TECHNISCOPE • LEWIS GILBERT

There is a microcosm of evidence of what "ALFIE" already means to the film industry on Page 8.....

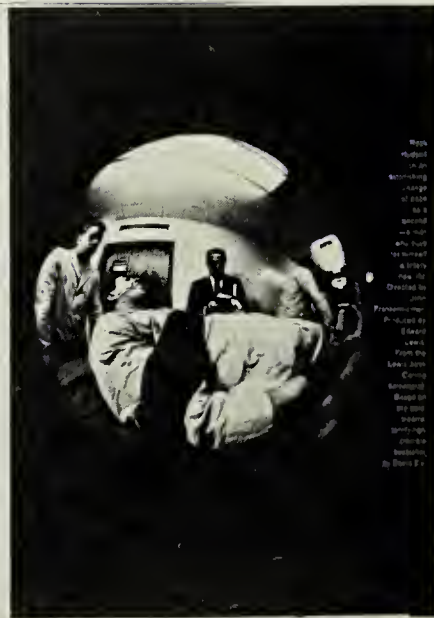
Astute film men who have seen "SECONDS" are ecstatic in their full praise of it.....

Page 37 will have given everyone an advance sample of what "IS PARIS BURNING?" is going to do in providing exhibitors world-wide with massive showmanship dividends.....

Paramount is proud to announce:

SECONDS

HAS BEEN SELECTED TO REPRESENT THE UNITED STATES IN THE CANNES FILM FESTIVAL.



"The Smith
A Mighty
Man Is He.."

**"NEVADA
SMITH"**

VENGEANCE IS
HIS RELIGION



Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 6 June, 1966

Wonderful 'First' for A.Z.



Adolph Zukor, founder and chairman of the board emeritus of Paramount Pictures Corporation, has a distinction which nobody in the film industry anywhere in the world enjoys. He is a great great grandfather.

He became this on May 31st with the birth of Scott Zukor Morse in Tucson, Arizona.

The child, representing the fifth generation of Zukors, is the son of Boyd Morse, Jr., Zukor's great grandson, and Mrs. Morse.

The Cover.....

...is in tribute to an unforgettable character who is fist-punching his way around the U.S. these days to the accompaniment of a coin-cascade which is delighting his producer, Joseph E. Levine, and his distributor, Paramount.

As a matter of fact, the indefatigable producer, who is always 'on the ball' where his pictures are concerned, is touring the nation in the interests of "Nevada Smith."

TIP TOP NEWS

Paramount's annual meeting of stockholders in New York June 7th was a glowing manifestation of the company's present strength and power-plus potential. Helming of the meeting also demonstrated the diplomacy, solidarity and tact of president George Weltner.

Among the top success items which sparked the meeting were a) the super success of "Alfie" in the British Isles, b) the thundering success of "The Ten Commandments" in its re-engagement presentations in the United States and Canada, and c) the two-fisted responses to "Nevada Smith" in all of the releases to date this month up and down and across the nation.

Then there is of course the flaming, flashing and flamboyant news about "Is Paris Burning?" This giant project grows in importance by the minute, and it is most certain that its premiere presentation will constitute news of the top magnitude all around the world.

It is also news of paramount importance that Paramount is re-entering, on a majestic scale, the field of the musical film with the upcoming production of "Half A Sixpence" and "On A Clear Day You Can See Forever." Long-memoried Paramounteers will have fond memories of the great Paramount musicals of yesteryear, and will hail the current news with true fervor.

Yes, indeed, good news is busting out all over - to paraphrase one of the hit songs of a great musical.

Good news continues to be made in many lands by the kingpin spyfilm of them all, "The Spy Who Came In From The Cold." It is making money and breaking records in many locations, and is doing great service in bringing back intelligent audiences to the cinema.

Not to be overlooked in our panoply of good news is the continuous wave of personnel enthusiasm generated by the worldwide quartette of sales conventions held during the first four months of this year, and now being repeated in local conventions like that of Germany, which we report in the current issue.

We find very good news in the fact that whenever Paramounteers get together these days, they are unanimous on the subject of the tip-top-terrific quality of our product - a consistent and seemingly endless grade of entertainment films ably supporting the contention: Paramount IS paramount!



PARIS - "Boeing Boeing" has been a boxoffice-buster here. Not only at the Paramount (above), but at the Miramar, Elysees and Moulin Rouge also. The French fans obviously have developed a liking for bedroom comedies.

THE motion picture event of 1966

IS
PARIS
BURNING?



All mail out of Home Office in New York already is advising the whole wide world about "Is Paris Burning?" via this postmark Cancellation.

GLIMPSES OF THE 1966 ANNUAL MEETING OF THE STOCKHOLDERS OF PARAMOUNT PICT- URES CORPORATION

The Board of Directors of Paramount Pictures Corporation

NEW YORK, June 7 - Milton A. Gordon, Fred M. Kauffmann and Edwin S. Steinmetz were elected to the board of directors of Paramount Pictures Corporation at the company's annual meeting of stockholders at the Astor Hotel today.

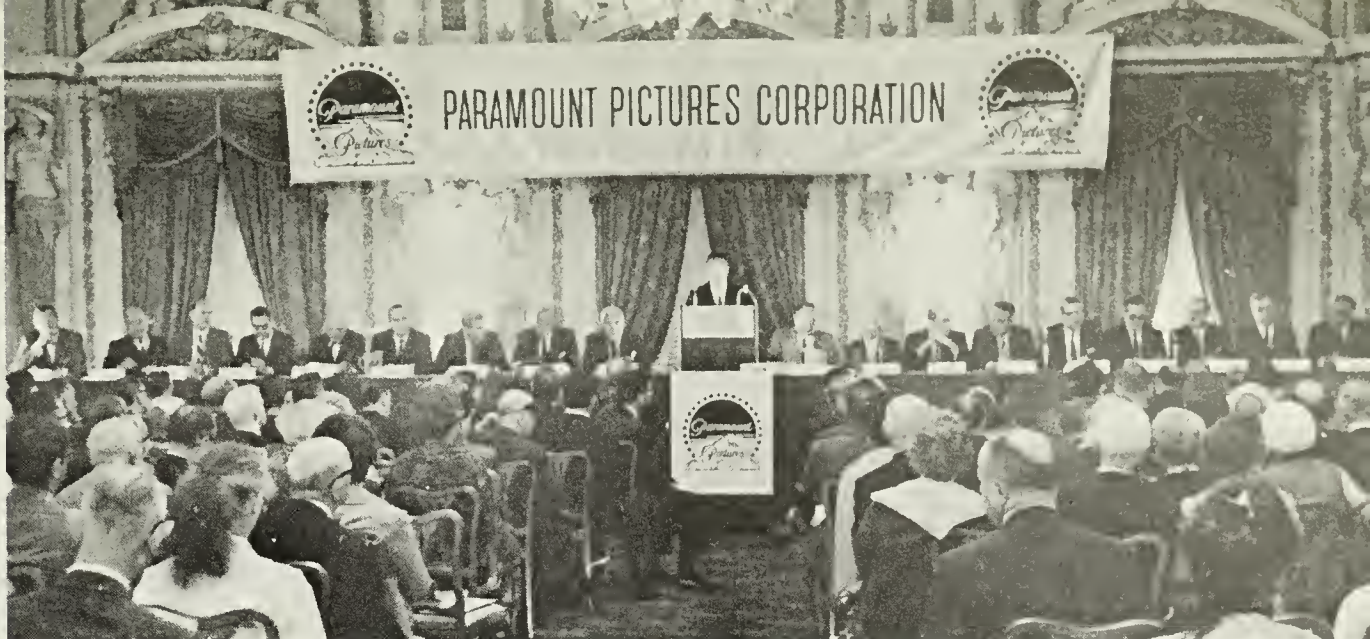
The election of the three new directors followed stockholders' approval of a proposal to increase the number of board members from eleven to thirteen. At a special meeting immediately preceding the annual meeting, Paramount stockholders also approved delegating the board of directors with the authority to fix, within limits, the number of directors.

Milton A. Gordon is the president of M.A. Gordon and Company, Inc., a privately held investment company. He was previously a senior vice-president and director of Walter E. Heller & Company, and has extensive experience in motion picture finance and management.

Fred M. Kauffmann has been associated with Hallgarten & Co., investment bankers, for 37 years, and has been a general partner since 1952.

Edwin S. Steinmetz, the third new director, has been a vice-president and director of Consolidated Foods Corporation, the Chicago-based diversified food producer, since 1952. He was previously a vice-president and director of the Domestic Finance Corp., which was subsequently merged with the American Investment Company.

Re-elected as directors of Paramount Pictures Corporation at the annual meeting were: Barney Balaban, chairman of the board; Charles G. Bluhdorn, chairman of the board of directors of Gulf & Western Industries, Inc.; John H. Duncan, president and director of Gulf & Western Industries; David N. Judelson, executive vice-president and director, Gulf & Western Industries; Paul E. Manheim, partner of Lehman Brothers; Paul Raibourn, senior vice-president and secretary of Paramount Pictures Corporation; James H. Richardson, Paramount's treasurer and chief financial officer; Derald H. Ruttenberg, chairman of the board of Illico, Inc.; Edwin L. Weisl, chairman of Paramount's executive committee and an attorney and partner of Simpson, Thacher & Bartlett; and George Weltner, Paramount's president and chief executive officer.



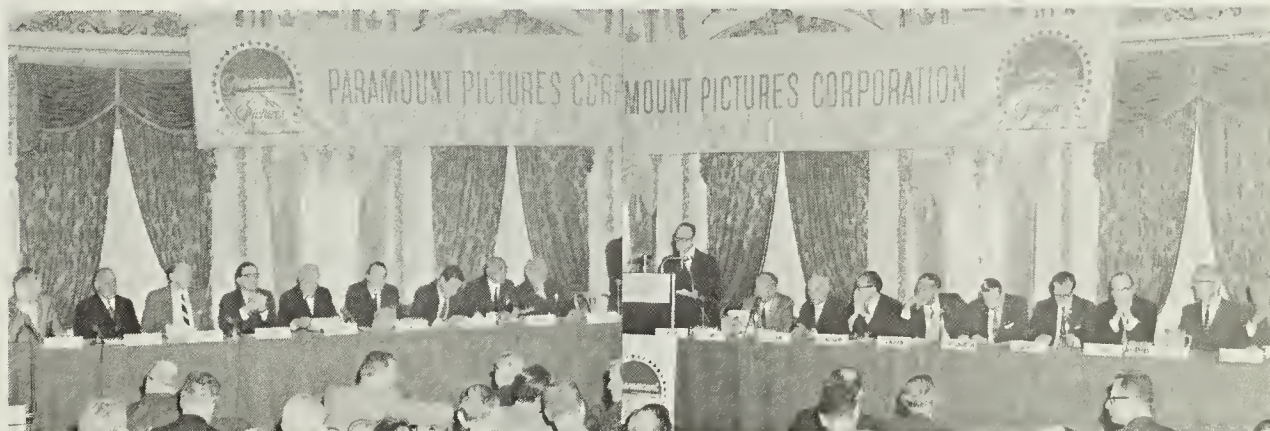
President Weltner addressing the meet-
in the Versailles
Room of New York's
Hotel Astor on June
7th, 1966.

RIGHT

Mr. Weltner, at
right, and chairman
of the board Barney
Balaban.

FAR RIGHT

Paramount board
member Javid N.
Judelson hears about
the industry from
Adolph Zukor.



ON THE DAIS, from the left: Herbert Brodtkin, Charles Boasberg, Leonard Kaufman, Martin Davis, Paul Raibourn, David N. Judelson, Derald H. Ruttenberg, Paul Manheim, Barney Balaban, George Weltner, Edwin L. Weisl, Charles G. Bluhdorn, Howard W. Koch, James H. Richardson, Joseph Fryer, James E. Perkins, James Murtagh, Leslie Winik.

New Members of Paramount's Board



MILTON A. GORDON



FRED M. KAUFFMANN



EDWIN S. STEINMETZ



BERLIN - Towering importance given to "Is Paris Burning?" by the German Paramount organization is attested by this spectacular and stirring mural background to the sales convention which is covered in detail on Page 9. This ceiling-high montage, which also carried the designation of the occasion, faced the delegates throughout the meeting, leaving an indelible impression upon them.



BARCELONA- As part of the national Book Fair held in this city and in Madrid at this time of each year, the special book stand shown above was set up in the Paseo de Gracia on "El Día del Libro" (Book Day). And what is even more to the point, a major part of the decoration was allotted to "Arde Paris?" ("Is Paris Burning?"). Large newspaper space was devoted by the publisher (Plaza & Janes) to the very excellent Spanish edition, and a most representative was held for co-author Dominique Lapierre, who arrived in this city on May 5th.

Charles Boasberg, president of Paramount Film Distributing Corporation and Paramount general sales manager, saw "Is Paris Burning?" in Paris with Mr. Weltner last month, and immediately his branch and division managers in the U.S. and Canada as follows:

AM THRILLED TO BE ABLE TO TELL YOU THAT WE HAVE A TRULY GREAT PICTURE IN "IS PARIS BURNING?" THOUGH SEEN IN VERY ROUGH CUT, THE PICTURE COMES THROUGH CHARGED WITH ACTION AND EMOTION. THIS SHOULD BE NOTHING BUT MONEY.

- CHARLEY BOASBERG

ONLY AIRPORT, Paris - Eminent French composer Maurice Jarre, who will write the score for "Is Paris Burning?", returns from Los Angeles with his wife, Dany (Boeing Boeing) Saval. Meeting them are Luigi Luraschi and Continental advertising and publicity director John Nelson-Sullivan (right). One of Dany's fans gave her a pot of fresh lily-of-the-valley (Muguet), the symbol in France, in May, of good luck.



THE WORLD IS BURNING TO SEE "IS PARIS BURNING?"

NEW YORK PREMIERE SET

The French Government will officially sponsor the American premiere of the film version of the international best-seller about the 1944 Liberation of Paris, "Is Paris Burning?". The event will take place under the High Patronage of His Excellency the Ambassador of France to the United States and Mrs. Lucet at the Criterion Theatre, New York, on the evening of November 9. The performance will be followed by a Supper-Dance.

The honorary presidency of the artistic and social occasion which represents the fundamental, historic amith enjoyed between the United States and France has been accepted by the Ambassador of France to the United Nations and Mrs. Roger Seydoux; Mr. Michel Legendre, Minister Plenipotentiary and Consul General of France in New York, and Mr. Edouard Morot-Sir, Cultural Counselor of the French Embassy.

Proceeds from the sale of tickets to the first showing in the United States of the ambitious film re-creation of a legendary and heroic moment of history recounted in the book by Larry Collins and Dominique Lapierre will benefit three charitable Franco-American cultural and educational institutions: the Alliance Francaise de New York, the Federation of French Alliances in the United States, and F.A.C.S.E.A. which is the society for French-American cultural services and educational aid.

Expected to participate in the gala on November 9 are the film's director, Rene Clement, and many of the stars of the Paramount Pictures-Seven Arts-Ray Stark presentation. Among them are Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, E.G. Marshall, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack, Marie Versini, Skip Ward and Orson Welles. The film was produced by the late Paul Graetz.

The co-chairmen of the event are Mrs. Lowell Weicker and Mrs. Frederic Coudert, Jr. The first meeting of their committee to open the fund-raising drive took place at the French Embassy in New York on May 25th.

THE MEETING AT THE FRENCH EMBASSY IS PICTURED ON THE OPPOSITE PAGE.

James E. Perkins, president of Paramount International, is presently in Europe on a business survey. His itinerary includes London, Paris, Rome and Barcelona.

JOSEPH FRIEDMAN NAMED DIRECTOR OF PARAMOUNT ADVERTISING AND PUBLIC RELATIONS



JOSEPH FRIEDMAN

Joseph Friedman has been elected a vice-president of Paramount Film Distributing Corporation, and has also been named director of advertising and public relations for Paramount Pictures Corporation, it was announced May 10th by George Weltner, president of Paramount Pictures Corporation.

"Mr. Friedman's promotion recognizes his important contributions to Paramount's marketing and merchandising activities in recent years," Weltner said. "We are especially pleased that this is a major advancement from within the company, highlighting our continuing effort to take maximum advantage of the wealth of young executive strength in all divisions of our organization."

In his new position, Friedman succeeds Martin Davis, who was recently elected a vice-president of Paramount Pictures Corporation and executive assistant to Weltner.

Friedman was executive assistant to Davis prior to the latter's promotion. He joined the company in 1958 as exploitation manager. Prior to joining Paramount, he was associated with Warner Brothers Pictures for 12 years in various executive capacities.

BEAUTY & THRILLS



Paramount Pictures has acquired "Bolshoi Ballet '67," a full-length motion picture in color starring Russia's foremost dance troupe, for Fall release throughout the United States, it is announced by General Sales Manager Charles Boasberg.

Presenting the Bolshoi in some of the most popular ballets in its repertoire, the motion picture departs from earlier dance films by also depicting the training of a young ballerina before she is ready to join the world-famous dance company.

Presented in color and anamorphic wide screen, "Bolshoi Ballet '67" was filmed by Moscow's Mosfilm Productions.

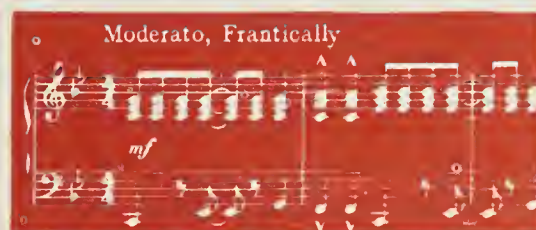


Planning "Paris Burning?" Premiere

NEW YORK - At left are co-chairmen Mrs. Lowell Weicker and Mrs. Frederic Coudert, Jr., with Mr. Edouard Morot-Sir, Cultural Counselor of the French Embassy. At right, Mrs. Weicker learns from one of the co-stars of the film, Anthony Perkins, something of the greatness of "Is Paris Burning?" and a few of the details of the great spirit of dedication that went into the picture's making.

ED SULLIVAN Photo

HAPPY (PARAMOUNT) MUSICAL NOTES



At long last, Paramount has two great musicals in work, and the spirit motivating the productions augurs wonderfully well for 1967. First of the duo is HALF A SIXPENCE, a delightful comedy-with-music which is currently a resounding hit on the Broadway stage and which makes everyone seeing it much the happier for the experience. It is based on H.G. Wells' KIPPS, and will be filmed in Technicolor and Panavision in London in the Autumn as one of Paramount's most important productions of 1966.

On April 26th, Paramount announced the purchase of ON A CLEAR DAY YOU CAN SEE FOREVER, the Alan Jay Lerner-Burton Lane musical which is a continuing massive success on Broadway. It will go before the Paramount cameras in Hollywood early in 1967, following massive preparatory plans in keeping with the importance of the property.

NEWS FROM THE U.S. BRANCHES

Heading the starring cast of the A.C. Lyles production, "Red Tomahawk" are Howard Keel, Joan Caulfield, Brod Crawford, Scott Brady and Wendell Corey.

"Red Tomahawk," the story of the final defeat of the Sioux after the Battle of the Little Big Horn, is being directed by R.G. Springsteen from a screenplay by Steve Fisher.

Springsteen directed the very thrilling and entertaining "Waco," also an A.C. Lyles film.



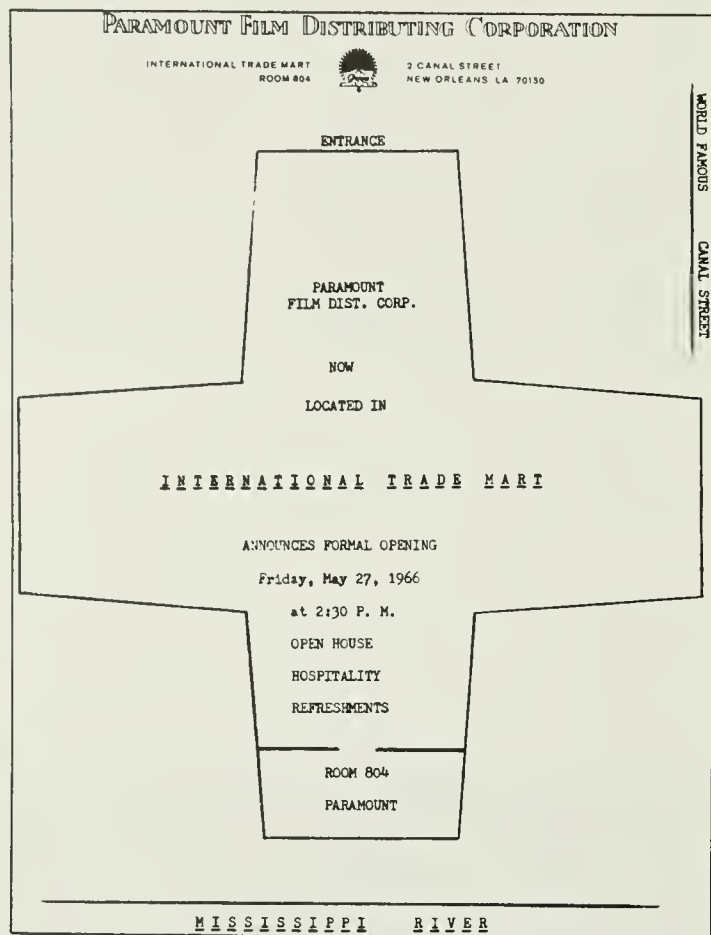
This is one of at least two 'assaults' on a 'queen' in Paramount's thrilling "Assault On A Queen." This one involves Frank Sinatra and Virna Lisi. The principal one involves the 'Queen Mary' and a madcap escape aboard an obsolete submarine. It's plenty exciting!

This Explains It

The cast of "The Spy With The Cold Nose" is headed by Laurence Harvey, Israeli actress Daliah Lavi, Denholm Elliott and Robert Flemying.

It is an Associated London Films Production for Embassy and Paramount release.

The film has a brown and white bulldog named 'Disraeli' in the title role.



The New Orleans branch, happy over their new quarters, announced the change to the industry in the above fashion. We can bet that the New Orleans 'refreshments' were really delectable.

Hal Wallis' "Paradise, Hawaiian Style," starring Elvis Presley, has been selected by Seventeen Magazine as its "Picture of the Month" for June. Announcement was made by Edwin Miller, entertainments editor.

NEW ORLEANS

With Paramount Weeks fast approaching, everyone here is trying all "gimmicks" to get dates from exhibitors, as we must be represented 100% for this period.

The New Orleans branch had the privilege of being the fourth tenant in the new thirty-four story International Trade Mart, located at the foot of Canal Street on the picturesque Mississippi. Our office looks out onto the river and we are on the eighth floor, with a very good view. More film exchanges will move in as their leases expire. Unpacking has been completed and everyone is back into their old routine. Attached are some snap-shots of our office.

We welcome Mrs. Delia Mauroner, who replaces Mrs. Irma Reidy who retired April 29 after 46½ years service. Irma was guest of honor at a luncheon given April 26 at Brennan's Restaurant to mark her retirement. She was presented with luggage from the office crew and received wires from long time friends and exhibitors and letters of congratulations from Mr. Weltner, Mr. Boasberg, Mr. Owen, Mr. Bradley and Mr. Holliday.

Richard Shinn, Edgar's son, has completed his two years active duty with the Navy. He now expects to complete his college education and then enter the business world.

We all wish Delia a happy birthday. The cake was enjoyed by everyone. More news next month.

- Frances Griffen

(N.O. pix are on Page 18)



"Secret Agents" Cited By the U.S. Film Press

MOTION PICTURE DAILY

The motion picture careers of Marty Allen and Steve Rossi, probably the most popular comedy team around these days, are given a rousing launching in the colorful, zany vehicle titled "The Last of the Secret Agents?" Paramount sees no question marks in the future of their new stars, who have created a ready-made audience out of their frequent television and night club appearances. And there are good reasons to expect that filmgoers, who have been deprived of a steady comedy team for too many years, will latch on to Allen & Rossi.....will keep audiences in a happy frame of mind.

A&RA&RA&R.

THE FILM DAILY

A SECRET AGENT THRILLER WITH SURPRISE AND MIRTH. FLICK SHOULD BE STRONG B.O.CLICK.



NEW YORK, NY - Paramount Pictures vice-president and executive assistant to the president, Martin Davis, arrives for the special invitational premiere of "The Last of the Secret Agents?" accompanied by co-star Marty Allen. Also attending the premiere were Mr. and Mrs. Charles Boasberg. Mr. Boasberg is Paramount Pictures general sales manager and president of Paramount Film Distributing Corporation.

Joseph E. Levine is the subject of a breezy, searching and informative 3-page profile in the May 2 issue of the top U.S. news and business weekly magazine, Newsweek. Article is headlined "The Last of the Movie Barons." Its tag-line, as spoken by Mr. Levine's personal public relations spokesman, George Jessel, is: "No one does for a picture what Joe Levine does."

THE SUBLIME MAGIC OF "THE TEN COMMANDMENTS" CONTINUES TO ENTHRALL



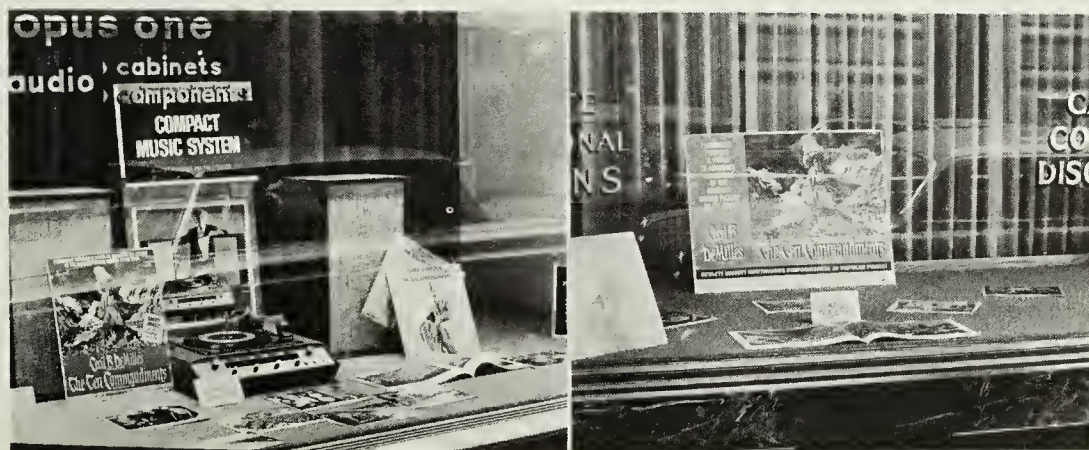
NEW YORK - The celebrated record store of Sam Goody devoted one whole window to the Dot Records album of the music of "The Ten Commandments" and included some actual properties from the film itself to give extra color. Included were reproductions of the tablets containing the Commandments.

Return Release Tops The Original One

CLEVELAND, Ohio - Cecil B. DeMille's "The Ten Commandments," in its return engagement at the Allen Theatre here, is attracting more patrons than it did during the opening weeks on a reserved seat policy at Loew's Ohio ten years ago.

In a lengthy article in the Cleveland Plain Dealer, W. Ward Marsh noted that the return of "The Ten Commandments" had topped the initial three weeks of 1956 by a most considerable figure. This in spite of the fact that admission prices for its six-month run in 1956 at the Ohio were considerably higher.

Critic Marsh said that "the tremendous success accorded 'The Ten Commandments' should prove that at least some of the good done by Cecil B. DeMille was not interred with his bones....To me, 'The Ten Commandments' is more alive today than it was ten years ago."



PITTSBURGH, Penna. - Two interesting, dignified window displays in the interests of the highly successful engagement of "The Ten Commandments" at the Stanley Theatre here.

The continuing miracle of "The Ten Commandments" is the manner in which its new release engagements are topping, with almost unfailing regularity, the original engagements of a decade ago. This holds true of metropolitan centres like New York City, Chicago, Montreal, Philadelphia just as faithfully as it does of medium-sized cities and smaller localities.

The whole world is obviously ready for "The Ten Commandments" -- and showing it!



DALLAS, Texas - Guests at a recent Saturday morning screening of "The Ten Commandments" in the Palace Theatre included hundreds of members of the Dallas Council of Churches who responded to the invitation of Interstate Theatres and Paramount Pictures to see again the timeless Cecil B. DeMille production.

Shown here, (L to R) Rev. Roy G. Sims, pastor of South Buckner First Baptist Church; Fr. Peter H. Azcoiti, of Our Lady of Perpetual Hope Roman Catholic Church; and Rev. Peter Bithos, pastor of the Holy Trinity Greek Orthodox Church. All three are from Dallas.



NEW YORK - The long lines of filmgoers of all ages at the Victoria Theatre indicates that -- as is the case all across the nation - the Cecil B. DeMille masterwork is toppling records here also.

NEW YORK, NY - Over the Memorial Day weekend, this city's Victoria and Plaza Theatres presented "The Ten Commandments" to absolute capacity.

M I G H T I E R T H A N E V E R



CANNES - The Carlton Hotel, Film Festival headquarters, had one of the 14 "Alfie" poster poles situated squarely opposite to it.



CANNES - Michael Caine's 'body-guard' was proof indeed that the girls were all 'behind' "Alfie."

"ALFIE" -- A TRIUMPH CRITICALLY AT CANNES, SUPER-COMMERCIALLY IN LONDON

"Alfie" won the Special Jury Award at the Cannes International Film Festival. This was quite wonderful, and Paramount is very proud.

But "Alfie" in release in both London and the London suburbs has won the right which enabled Paramount International's president, James E. Perkins, to report to Mr. Weltner that the circuit release in North and South London has set "a new record by a very wide margin." This in addition to the fabulous 11-weeks' run at the London Plaza, in itself a towering record.

Which leads to the comment that "If 'Alfie's' for the 'birds' - the birds are golden eagles."

CANNES - As part of the presentation ceremonies, actress Raquel Welch presented the Jury's Prize for "Alfie" to Sir Charles Evans, Director General of the British Film Producers Association.



"ALFIE"

IS.....

Nasta (Finnish)

PSAHSAH (Hebrew)

Bombeh (Yiddish)

Moegez (Arabic)

Maks (Norwegian)

Bonzer (Australian)

Toppsak (Swedish)

精彩 (Chinese)

THE AUSTRALASIAN EXHIBITOR Thursday, May 18, 1966

THE AUSTRALASIAN EXHIBITOR Thursday, May 19, 1966

ALFIE

grabs'em where it counts!

ALFIE sets all-time opening week record at Plaza Theatre, London!

WAIT TILL PARAMOUNT LETS ALFIE LOOSE EVERYWHERE!

ALFIE GRABS THE CRITICS, TOO!

News of the World: "Caine's performance is amazing... technique, levity, really laughable, altogether sensational!"

Sunday Mirror: "What, memorable... Caine is perfect!"

The People: "Stunningly good!"

Sunday Telegraph: "Rock, rye, (should) parade of our times!"

Evening Standard: "Tremendously scholarly and enjoyable... Caine's performance tops everything else on the London scene. Will get terrific from 'hangovers'!"

Evening News: "One of the most unadorned films ever made... one of the best!"

Daily Express: "Widely funny... Caine swaggers brilliantly!"

Daily Cinema: "Brisk, brash, bawdy, candid, outrageously funny. Outstanding terrific attraction... It has to be a winner!"

ALFIE has been chosen as Britain's entrant for the Cannes Festival.

By the time you are reading this, "Alfie" should be on the boulevards of Paris. Then Brussels and Stockholm will follow in quick succession. New York gets to meet "Alfie" in the Fall

SYDNEY - Preparing the Australian film industry for the atomic impact of "Alfie," was this 2-page spread, in 2 colors, which appeared in the May 19th issues of both The Film Weekly and The Australasian Exhibitor. The Australian news correspondents in London, and the press radio and cable services, also have done a towering job in conditioning Australia to the charms and capers of "Alfie" (The conqueror of women!).

GERMANY ALSO HAS A STIRRING CONVENTION

Spirit of the Paris Conclave Flames Anew in Berlin

Inspired by the wealth of news and information garnered at the Paris convention, and to satisfy the hunger of the traditionally energy-plus German Paramount organization, a convention was held in Berlin's Hilton Hotel late in April.

With Erich Wania, general manager for Germany at the helm, and with Continental sales manager Hugo Stramer in attendance, there was held a meeting which can best be described in the words of Mr. Wania himself, as follows:

The days of our Berlin convention are over and we are all back at our desks. But the spirit of our days in Berlin is not over and will continue for weeks and months to come, since nobody could forget what he had heard and seen.

In particular, I want to mention the product film, which everyone saw with the greatest pleasure and which made everyone more enthusiastic than ever. Of course never before had we seen at one time so many pictures, and portions of pictures. and it was an outstanding accomplishment on the part of our studio to prepare this wonderful production.

We discussed the importance of "Is Paris Burning?", the sales of which started weeks ago. We met the Harry Saltzman "Funeral In Berlin" crew and had the pleasure of seeing Michael Caine in person - the star of two of our greatest pictures in the second half of this year, "Alfie" and "Funeral In Berlin."

For the members of our Berlin Convention, the dubbing studio Berliner Synchron Wenzel Ludecke, Berlin, gave a reception, as did also our laboratory, Mosaik Film Manfred Wolf, Berlin. So throughout all of the meeting days we were in contact with the industry and a lot of work was done and many valuable discussions participated in.

It was a great pleasure, and honour, for all of us that our European sales manager, Mr. Hugo Stramer, was with us, and he deeply impressed the delegates with the news and information that he had the product to come.

I do wish that mere words could tell of the wonderful spirit which existed during every moment of our meeting. We are all very confident that the great list of productions that we have for the exhibitors of Germany will keep our enthusiasm aflame. It is certainly a fact that the Year of the Harvest has come bountifully true.



PARTICIPANTS IN THE BERLIN CONVENTION

Standing, left to right: Hans Spoerer, Duesseldorf publicity manager; Dieter Jung, Hamburg branch manager; Heinz Himmel, Frankfurt branch manager; Hugo Rakete, 16mm dept.; Wilhelm Benninger, Munich branch manager; Hugo Stramer, European sales manager; Erich Wania, general manager for Germany; Artemijs Stabins, administration chief; Rudolf Sieben, Hamburg publicity manager; Fried Hintz, assistant to the publicity director; Hans Fischer, Berlin branch manager.

Seated, left to right: Siegfried Kobosil, sales manager; Mrs. Carola Werners, Duesseldorf branch manager; Mrs. Ingeborg Harder, technical dept.; Miss Heideles Nickmann, secretary to the general manager; Werner Rochau, publicity director for Germany.

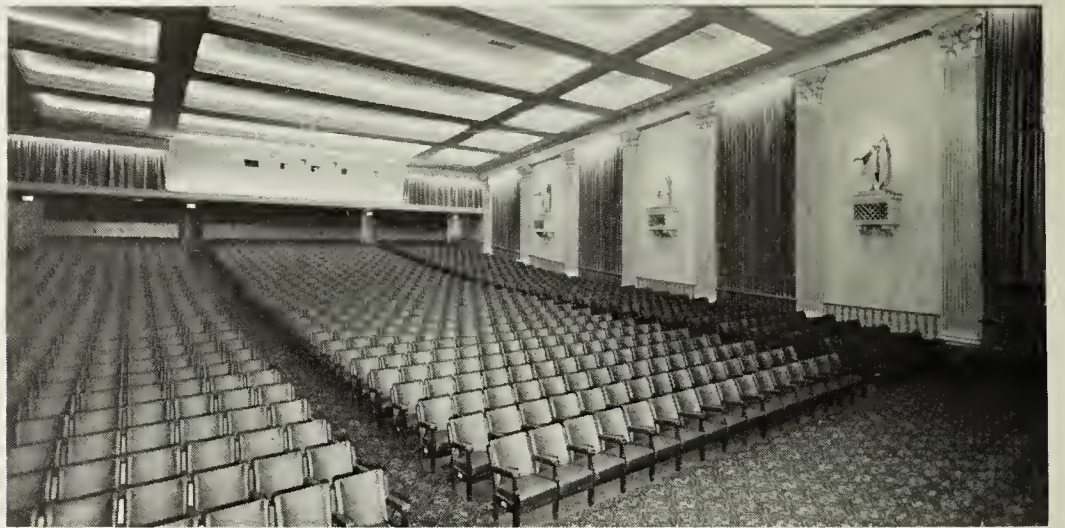


Some of the Paramount delegates join with members of the "Funeral In Berlin" production company at the reception given by Mr. Wenzel Ludecke of Berliner Synchron. From left to right: Werner Rochau, Wenzel Ludecke, Hugo Stramer, Erich Wania, Paul Hubschmid (star of "Funeral in Berlin"), unidentified member of film unit, Michael Caine (star of the film), Charles Kasher (producer of the film), Mrs. Guy Hamilton (the former film star Kerima), and Guy Hamilton (director of "Funeral in Berlin").

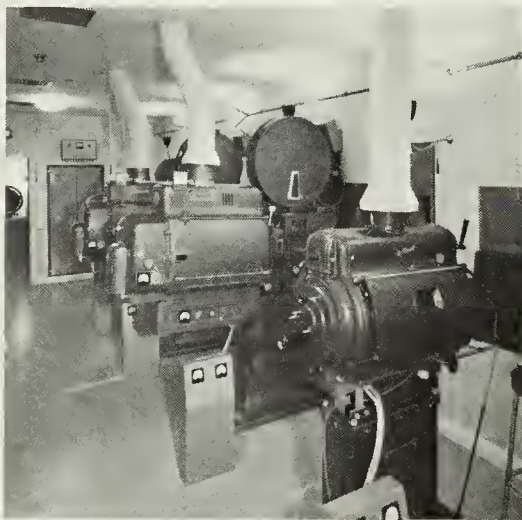


After the serious business of the convention, gaiety at the fine reception offered the delegates by Mosaik Film, Berlin. Reading from left: Frankfurt branch manager Heinz Himmel, sales manager for Germany Siegfried Kobosil; Erich Wania, general manager for Germany; Mrs. Carola Werners, Duesseldorf branch manager; Hamburg branch manager Dieter Jung; Munich branch manager Wilhelm Benninger; Mrs. Mach of Mosaik Film.

SYDNEY'S PARAMOUNT



Forward and rear-view vistas of the magnificent, dignified, single-level Greater Union Organisation's cinema which premiered May 5th with Paramount's "The Spy Who Came In From The Cold."



The Paramount's projection booth is equipped with everything required for perfection in viewing.



The theatre's main foyer, with the booking office shown at left. Above the arch are the portraits of Her Majesty Queen Elizabeth II and Prince Phillip, Duke of Edinburgh.



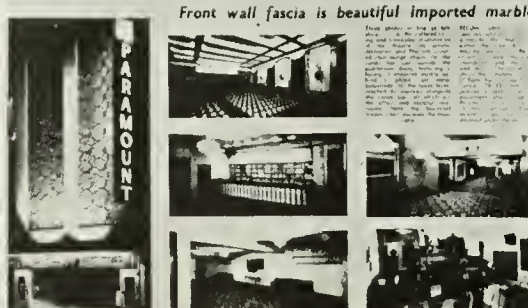
The Paramount's candy and concession stand was designed with the utmost in good taste.



Stately front of the new theatre. At left is portion of the Victory, also a Greater Union Organisation cinema.



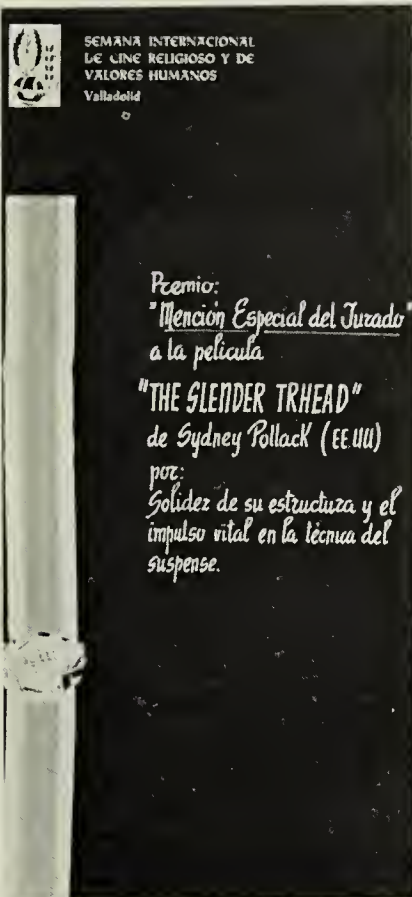
The Paramount was officially opened by Lieut. Governor of New South Wales Sir Kenneth Street, here being greeted by manager Keith McLennan.



The booking office and one of the statues which dignify the theatre. This one is Augustus, one of the Caesars.

One of a number of pages in the Australian film industry press devoted to the charm, beauty and practicality of Sydney's new Paramount Theatre.

EUROPE



VALLADOLID, Spain - Reproduction of the diploma awarded as a special jury prize to Paramount for "The Slender Thread" during the recent Film Festival here.

Award was made during the week of judging of films with human and religious values from all parts of the world.

Special citation was given the Sydney Pollack film for its "Solid dramatic structure and the technical strength of its suspense element."



CANNES - Mr. and Mrs. John Frankenheimer arriving at the Film Festival Hall for the official presentation of the Rock Hudson starring picture, "Seconds," which Frankenheimer directed.



PARIS - During Mr. Weltner's recent visit in connection with the special screening of "Is Paris Burning?" a cocktail party was held with a number of top French exhibitors as guests. Shown here are, from left: Henri Klarsfeld, Paramount general manager in France and North Africa; M. Sammy Siritzki, eminent exhibitor; Mr. Weltner; Charles Boasberg, Paramount Film Distributing Corp. president and Paramount general sales manager, who was terminating a European vacation.



CANNES - A Film Festival luncheon by the blue Mediterranean at the Eden Roc. L to R: Jack de Wilde and Max Gerschtanowitz (Paramount distributors in Holland), Henri Michaud, Rock Hudson (in Cannes for the screening of his fascinating "Seconds") and Mrs. Max Gerschtanowitz.



BARCELONA - A queue on both sides of the entrance seeking admission to the Novedades Theatre to see "The Sons of Katie Elder". The Hal Wallis wonder-western has had a marvelous run in this city.



CONVERSATIONS IN BERLIN

Shooting on "Funeral in Berlin" and the German Paramount sales convention coincided, so there were many fine opportunities for exchanges of views between those who make the films and those who sell and distribute them. Here Erich Wania, general manager for Germany, has the climax of "Funeral In Berlin" pointed out to him by the film's star, Michael Caine. At top, sales manager Siegfried Kobosil learns something of the technical side of the production from director Guy Hamilton, right.



PARIS - Paramount president George Weltner, here for the special screening of the virtually completed "Is Paris Burning?", with two of the great film's notables - director René Clément, left, and co-star Alain Delon.

LEFT

BARCELONA - Un-missable advertising for Hal Wallis' "The Sons of Katie Elder" on a local streetcar.

CANNES - Mrs. Odette Ferry, Paramount publicity manager for France, served as a skilled interpreter for Rock Hudson during the massive international press conference preceding the screening of Mr. Hudson's **SECONDS**.



LE MONDE ENTIER S'INTERESSE DE PLUS EN PLUS A "PARIS BRULE-T-IL?"

Nous possédons incontestablement avec "PARIS BRULE-T-IL ?" le plus grand film de tous les temps. Cette production extraordinaire s'annonce comme grande rivale des "DIX COMMANDEMENTS" même avant sa sortie. Certains sont même prêts à parier que "PARIS BRULE-T-IL ?" éclipsera le record établi par la grande épopée biblique. Nous donnons dans ce numéro les nouvelles dates prévues pour la sortie de ce film, tant à Paris qu'aux Etats-Unis, en même temps que tous les détails relatifs aux plans de lancement qui marqueront cette grande occasion.

Le mois dernier, nous avons eu le plaisir d'annoncer la promotion de Martin Davis au poste de vice-président de Paramount Pictures Corporation et sa nomination comme adjoint au Président George Weltner. Ce mois-ci, nous annonçons une nouvelle tout aussi agréable : Joseph Friedman, qui était l'adjoint de Mr. Davis lorsque celui-ci était directeur de la publicité et des relations publiques, lui succède en tant que Vice-Président de Paramount Film Distributing Corporation et est nommé en même temps directeur de la publicité et des relations publiques. Mr. Friedman assistait à la Convention Internationale de Paramount qui s'est tenue à Paris en Janvier dernier.

A propos de conventions, nous avons reçu un intéressant rapport de la Convention allemande qui a eu lieu à la fin d'Avril ainsi qu'une page de photos supplémentaires concernant la convention d'Amérique du Sud, tenue à Buenos Ayres. Il est certain que nous avons un grand nombre de bonnes nouvelles à disséminer, ce qui rend heureux tous les Paramountiers du monde entier.

Sur une autre page de ce numéro, vous verrez l'hommage qui a été rendu à notre Société en Australie, par un circuit de cinémas internationalement célèbres. Il s'agit de la Greater Union Organisation qui a non seulement construit un nouveau cinéma qui a été baptisé le Paramount mais qui, en outre, a décidé d'en faire une



LYON - The Galleries Lafayette of this city gave this entire prominent department store window to "The Spy Who Came In From The Cold," a most unusual concession, and at the same time a fine tribute to the importance of this film.



BRUSSELS - Among the many fine showmanship touches that Manager Paul Delvigne extended to the 4-theatre premiere of Hal Wallis' "Boeing Boeing" was this Air France window tie-up. The four cinemas showing the Jerry Lewis-Tony Curtis comedy were the Scala, Victory, Vendome and Pathe-Ixelles.

LIEGE, Belgium - There appears to be no doubt about the title of the Hal Wallis production that the Carrefour-Versailles Cinema is showing.



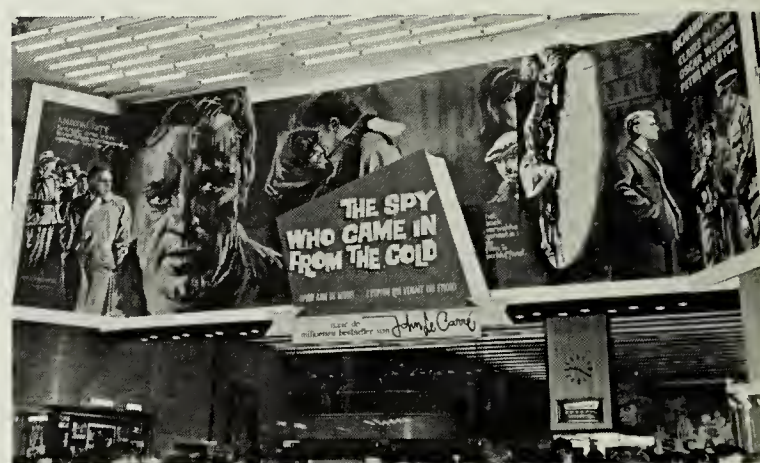
SOME (FESTIVAL) FUN!

CANNES, France - All roads leading to the Eden Roc had their signs changed (for one day) for the buffet luncheon for Rock Hudson in honour of the star of "Seconds." (Shots of this luncheon will be found on other pages).

salle réservée aux premières exclusivités Paramount, Cette salle se trouve dans la ville de Sydney. C'est un théâtre très beau et très confortable et le premier film qui y a été présenté "L'ESPION QUI VENAIT DU FROID" y remporte un immense succès.

Nous connaissons maintenant l'opinion du public sur la nouvelle équipe de comiques formée par Marty Allen et Steve Rossi. Nous publions une page de photos concernant l'étonnant voyage qu'ils ont fait à travers le pays et nous savons quel est l'avis des spectateurs qui ont vu "LES DERNIERS DES AGENTS SECRETS?" Ces deux comédiens ont certainement conquis une immense popularité et c'est pourquoi les Studios de Hollywood ont décidé de faire sans tarder un autre film avec eux.

"ALFIE" est un phénomène. Il est assez rare qu'un film remporte un triomphe aussi massif que cette production britannique. Ce



ANTWERP - The Rex excelled even its past wonderful lobby accomplishments with its display for "The Spy Who Came In From The Cold." And the public responded magnificently.

succès prouve à quel point notre industrie comporte un côté enthousiasmant et exceptionnel. "ALFIE" reçoit un accueil délirant non seulement à Londres mais aussi dans les autres villes anglaises. Pour qualifier cette performance, nous ne parvenons pas à trouver les superlatifs convenables (on les a trop utilisés !). Et nous avons le souffle coupé quand nous pensons à ce qui se passera l'année prochaine !

Car l'année prochaine sera aussi l'année du retour des "DIX COMMANDEMENTS" sur le marché international. Et quand nous nous rendons compte qu'aux Etats-Unis et au Canada, le chef-d'oeuvre de Cecil B. DeMille bat les records établis lors de la première sortie (alors que les prix des places sont moins élevés à présent), nous ne pouvons nous empêcher d'être certains que l'année 1967 sera de loin la plus grande de l'histoire de Paramount.

ALLEN & ROSSI GO FORTH AND MEET THE PEOPLE



ATLANTA, Georgia - Three Georgia 'bunnies' were attired like this (at left) when Steve Rossi stepped from the plane. But when Marty Allen appeared (at right), there was quite a transformation. The 'bunnies' are (L-R) Sara, Lana, Kris.



ATLANTA, Georgia - Allen and Rossi entertain a delighted crowd of 11,000 baseball fans during a visit to the Atlanta Stadium. Special sign at left says: "Atlanta Braves say Hello Dere to Marty Allen and Steve Rossi Welcome."



NEW YORK - Marty Allen made a personal hit with some of his fans right on Broadway the evening of the invitational premiere.



NEW ORLEANS - During their visit here, Allen and Rossi were awarded honorary citizenship by Mayor Victor Shiro. The ceremony took place during the press luncheon at Brennan's.



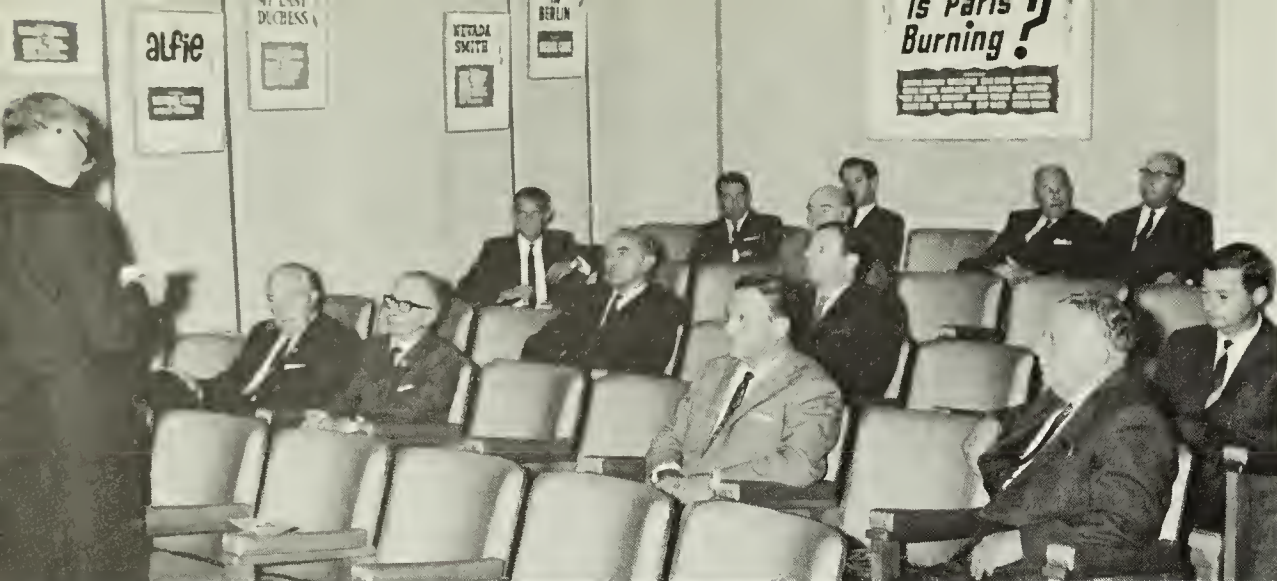
Photos by ED SULLIVAN



PITTSBURGH - Here in his home town for the world premiere of "The Last of the Secret Agents?", Steve Allen is interviewed by Hazel Garland, TV and movie critic of the Pittsburgh Courier.



NEW YORK CITY - Gala invitational premiere of "The Last of the Secret Agents?" at the Victoria Theatre on May 18th was the crowning touch in Paramount's all-out campaign for the Allen and Rossi comedy. Event was a Broadway traffic-stopper, and a few days later the entire nation saw the event on Ed Sullivan's TV show. At right, Ed is directing the filming of the premiere for his show, and at top right, Ed is with Allen and Rossi, and Nancy Sinatra, singing leading lady of the comedy.



SYDNEY - Paramount's mighty product presentation film (of new attractions) is still one of the best of today's long-running films. Here

is a glimpse of it being shown to a group of Australia's foremost exhibition personalities, with managing director Robert L. Graham, shown at left, as host. Locale was the Paramount theaterette. In front row, from left, are Clive Arnott, Hoyt's director of film buying; Herb Hayward, assistant to the managing director of Greater Union Organisation; Michael Paspalis, Parap Theatre and Drive-in, Darwin; Charles Hale,

Paramount's N.S.W. manager; Second row: Joe McElligott, Greater Union's publicity and advertising director; Greater Union publicist John Fraser; Paramount's advertising and publicity director Alan Wardrope. Third row: Greater Union film booker David Williams; Greater Union publicist Darby Jewell. Fourth row: executive director of Greater Union Keith Moremon; chairman of directors Snider & Dean, David Snider; chairman of directors Greater Union Organisation Sir Norman Rydge; Paramount's general sales manager Jack Edwards.



PERTH - There was also a screening of Paramount's product film for West Australian exhibitors, and above are some of the attendees. L to R: City Theatres managing director Cliff Searl; Paramount's general sales manager Jack Edwards; City Theatres chairman of directors Frank Davenport; Hoyts Theatres state manager A. Bohnsack; City Theatres secretary Arthur Stiles; A.C.E. Theatres' booker and buyer C. Tipping; and Paramount's West Australian sales representative Vic Loffman.

PERTH - Piccadilly Theatre's impressive front-of-house display for the highly successful "Spy Who Came In From The Cold."



AUSTRALIA & NEW ZEALAND



SYDNEY - Miss Glad Gamble, private secretary to Jack Edwards, general sales manager, receives her 25-Year Club watch and membership insignia from managing director Robert L. Graham in the presence of other executives. From left: James A. Sixsmith, Jack Edwards, Roy Howard, Mr. Graham, Miss Gamble, Jack Tauchert, Len Jones and Charles Hale. At left: Mr. Graham hands Miss Gamble her membership certificate.

THE SYDNEY PRESS was very proud of the new Paramount Theatre and gave the cinema itself, the Greater Union Organisation which built it, Paramount Film Service, for which it will be the first-release house, and "The Spy Who Came In From The Cold," which opened it, an extraordinary amount of space as well as a great deal of praise.

It was a truly great occasion, and an inspiring index of the Greater Union Organisation's faith in the motion picture's future.



SYDNEY - Sydney's Lord Mayor John Armstrong and Lady Mayoress Mrs. Armstrong are greeted by manager Keith McLennan as they arrive for the charity premiere which opened the new luxury Paramount Theatre.

AT TOP are cabled congratulations from all over the world.



BRISBANE - Those who attended the local screening of the Paramount product line-up on film. Front row, l. to r.: Wintergarden asst. mgr. Bruce Simpson; Paramount managing director Robert L. Graham; Charles Kerwin, George Cinema; Roy Chesterman, Paramount's Queensland manager. 2nd. Row: Hoyts Theatres' resident manager John Scott; Walter Kelly; Doug Stephens; Jack Edwards, Paramount's general sales manager. 3rd Row: Far Northern Theatres topper Tim Osborne; Birch, Carroll & Coyle gen. mgr. Sid Morley; Surfers Paradise Theatre director Max Perrins; Back Row: Wintergarden Theatre manager Harry Greaves; B.C. & C. adv.-pub. director Terry Jackman; Aspley Drive-In topper Chris Sourris.

"THE SPY" SETTING AUSSIE RECORDS

AUSTRALIA GETS A MAGNIFICENT NEW PARAMOUNT THEATRE

SYDNEY - The premiere of this city's luxurious new Paramount Theatre, built by the Greater Union Organisation as the Paramount first-release house here, is told expertly in the cable at right, from Alan Wardrope to Guenter Schack in New York.



Deep in conversation are Greater Union chairman Sir Norman Rydge (left) and Sir Kenneth Street, Lieutenant Governor of New South Wales, who officially opened the luxurious new Paramount Theatre. Behind the two knights are Lady Rydge and Mr. Marcel Dekyvere, husband of the president of the Black and White Committee of the Royal Blind Society, Mrs. Marcel Dekyvere, whose charity benefitted by \$Aust.4,000 from the evening.

PARAMOUNT'S NEW FLAGSHIP HOUSE *****
PARAMOUNT THEATRE ***** OPENED HERE LAST NIGHT (MAY 5) TO CELEBRITY-STUDDED BLACK TIE AUDIENCE ATTENDING CHARITY PREMIERE OF "SPY WHO CAME IN FROM THE COLD". CITY'S FIRST ENTIRELY NEW THEATRE IN MORE THAN 30 YEARS, THE PARAMOUNT CREATED UNPRECEDENTED INDUSTRY PUBLIC INTEREST WITH CROWDS GATHERING IN GEORGE STREET LONG BEFORE FIRST MERCEDES OR ROLLS APPEARED AT FLOOD LIT FRONT OF HOUSE. A NEW CONCEPT IN LUXURY AND OPULENCE, THE ITALIAN RENAISSANCE STYLED ONE-LEVEL THEATRE WAS OFFICIALLY DECLARED OPEN BY N.S.W. LIEUTENANT GOVERNOR SIR KENNETH STREET WHO PAID TRIBUTE TO PARAMOUNT AND THE BUILDERS, GREATER UNION ORGANISATION, FOR VISION IN THE FILM INDUSTRY'S FUTURE. SIR KENNETH TOLD FIRST-NIGHTERS OF PARAMOUNT'S PROUD MOTION PICTURE INDUSTRY HISTORY, GOING BACK TO THE ZUKOR PIONEERING ERA. AS THE LIEUT. GOVERNOR SPOKE, MEMBERS OF THE PUBLIC WERE READING FOYER CONGRATULATORY MESSAGE DISPLAY WHICH APPROPRIATELY INCLUDED CABLE FROM MR. ZUKOR. V.I.P. AUDIENCE ARRIVED TO MUSIC BY FAMOUS MILITARY EASTERN COMMAND BAND IN RED TUNICS WHITE HELMETS WHO PROVIDED STIRRING FANFARE AS OFFICIAL CEREMONY COMMENCED TO HUSHED HOUSE. GLITTERING OPENING RAISED APPROXIMATELY 4,000 DOLLARS (AUST.) FOR ROYAL BLIND SOCIETY WHOSE ACTIVE BLACK AND WHITE COMMITTEE ORGANISED EVENING WITH GREATER UNION AND PARAMOUNT. PARAMOUNT BLACK AND WHITE COMMITTEE PRESIDENT AND NEWSPAPER COLUMNIST MRS. MARCEL DECKYVERE, GREATER



UNION CHAIRMAN SIR NORMAN RYDGE, AND PARAMOUNT'S ROBERT GRAHAM HEADED RECEPTION LINE AS VIP'S AND CELEBRITIES AT THEATRE COVERED BY TV AND PRESS CAMERAS. FIRST-NIGHTERS INCLUDED BOB CROSBY, BROTHER OF BING, CURRENTLY ON LOCAL TV, MR. AND MRS. ALEXIS ALBERT, SYDNEY'S LORD MAYOR JOHN ARMSTRONG AND MAYORESS MRS. ARMSTRONG, TV AND NEWSPAPER TYCOON SIR FRANK PACKER, TV PERSONALITIES DIANA WARD AND MARGARET BRITTON (WHO FILMED SPECIAL SHOW FOR CHANNEL TEN NETWORK), LAWYER AND QUEEN'S COUNSEL ANTHONY LARKINS, GENERAL DALY AND MRS DALY, MR AND MRS RICHARD ALLEN PLUS MEMBERS DIPLOMATIC CORPS, GOVERNMENT AND ENTERTAINMENT WORLD. NEWSPAPER, RADIO AND TV BREAKS WHICH HAD BEEN GATHERING MOMENTUM PRIOR TO OPENING REACHED CLIMAX ON THEATRE'S DEBUT.

WARDROPE



Receiving arriving personalities here are, Mrs. Robert Graham, Paramount's managing director Robert L. Graham, patroness of the Black and White Committee of the Royal Blind Society Mrs. Alexis Albert and Mr. Albert.

More pictures relating to the dedication of the Sydney Paramount Theatre are on Pages 14 (opposite) and 21.



SIGNING THE PAPERS

Sir Norman Bede Rydge, K.B.E., Chairman of Directors of the Greater Union Organisation, signs the document which makes the magnificent new Paramount Theatre, newest and finest diadem in the Greater Union chain, the official first-release cinema for Paramount releases in Sydney. Papers were signed during the Sydney visit in March of Paramount International president James E. Perkins (standing), and with Robert L. Graham, Paramount managing director (right) signing for the company.



Rock Hudson and new-comer Salome Jens pursue a hectic, reckless and supremely dramatic course into a new life in the absorbing and unusual "Seconds," directed with rememberable skill by John Frankenheimer.



"Ski Boom" (water-skiing) is typical of the wonderful new and exciting Paramount short features product. This is one of the Winik Films "Sports In Action" series.

IS PARIS BURNING? SUSCITA UN INTERESSE SEMPRE MAGGIORE

Non c'è ormai un'ombra di dubbio che in IS PARIS BURNING? abbiamo uno dei più grandi film che siano mai stati fatti. Questa colossale pellicola è la nostra più prossima rivelazione (anche prima delle sue uscite) del nostro prezioso I DIECI COMANDAMENTI e molti sono persino pronti a scommettere che essa eclisserà lo splendido record del suddetto colosso Biblico. Il presente numero contiene un nuovo annuncio delle modificate date d'uscita del film sia a Parigi che in tutti gli Stati Uniti, nonché dettagli dei piani da attuarsi per l'occasione.

Il mese scorso abbiamo avuto il piacere di annunziare l'avanzamento di Martin Davis al posto di vice-presidente della Paramount Pictures Corporation e la sua nomina ad assistente esecutivo del Presidente George Weltner. Questa volta abbiamo da comunicare l'altrettanto belle notizie che Joseph Friedman, già assistente esecutivo di Mr. Davis quando quest'ultimo era capo della pubblicità e relazioni sociali, gli è ora succeduto come vice-presidente della Paramount Film Distributing Corporation, nonché capo della pubblicità e relazioni sociali. Mr. Friedman aveva presenziato al congresso della Paramount International a Parigi in gennaio scorso.

A proposito di congressi, troverete in questo numero una relazione su quello che ha avuto luogo in Germania alla fine d'Aprile, come pure un'altra pagina di fotografie su quello della divisione dell'America Latina a Buenos Aires. Come vedete, abbiamo un sacco di buone notizie da darvi che siamo sicuri riusciranno gradite a tutti i paramountisti del mondo intero.

In un'altra delle nostre pagine leggerete dell'alto onore conferito alla nostra Casa in Australia dal famoso circuito di sale cinematografiche "Greater Union Organisation" nell'aver costruito un magnifico nuovo teatro che non solo ha chiamato il Paramount, ma che anche è stato designato come il locale di prima visione del film Paramount a Sidney. E' un bellissimo e comodo cinema che è stato inaugurato con THE

SAN JUAN, Puerto Rico - A TV interview for Allen and Rossi following their arrival here for personal appearances at the Flamboyant Hotel. Marty Allen (at right) is speaking to Rafael Ramos Cobian, president of Commonwealth Theatres, with Paramount manager Frank J. Planas in centre. At left is advertising agent Rafael Correa, who handles the Flamboyant account, and who was very helpful to the comedy pair during their stay.



A Ford in A.C. Lyles' Future

This columnist note from the April 22nd issue of Daily Variety:

"A.C. Lyles is on cloud nine -- John Ford called to offer congratulations on A.C.'s upcoming (Wednesday) Gold Spurs award - and offered to make a western with him."



RAVENNA - Punchy display across the front of the Cinema Moderno for "Sands of the Kalahari."

SPY WHO CAME IN FROM THE COLD che sta riscuotendo un immenso successo.

Abbiamo ormai avuto la dimostrazione di come piace la nostra nuova coppia di comici, Marty Allen e Steve Rossi. Guardate in merito la pagina di fotos che pubblichiamo sul suo esteso recente giro negli Stati Uniti. Allen e Rossi, che anche nel loro primo film THE LAST OF THE SECRET AGENTS? riscuotono la simpatia di tutti, sono ormai già diventati due beniamini



CAIRO - Display in the inner court of the Radio Theatre for "The Sons of Katie Elder."

On Page 18 is a view of the exterior of the Radio Cinema, with the large figures at the left visible only at a distance. Here, thanks to a second photo from Paramount manager George Baramill, one can see the figures close up.

"Katie Elder" outgrossed all John Wayne films in Cairo.

del pubblico, ciò che ha indotto le nostre forze di produzione a Hollywood a preparare subito un'altra pellicola per loro.

ALFIE è un vero fenomeno. Il successo strepitoso di questa commedia in Inghilterra è una di quelle cose che si verificano solo una volta ogni tanto in fatto di cinematografo e che ci dimostra una volta di più che indubbiamente lavoriamo tutti in uno splendido campo. Gli incassi che sta facendo ALFIE non soltanto a Londra ma pure in altri centri del paese vanno al di là dei soliti superlativi e restiamo proprio a bocca aperta quando pensiamo all'anno prossimo.

Perché l'anno prossimo è anche l'anno del ritorno di I DIECI COMANDAMENTI sul mercato internazionale. E quando assistiamo allo spettacolo che questo capolavoro di Cecil B. DeMille ci sta dando negli Stati Uniti e Canada con risultati che (pure a prezzi più bassi) oltrepassano i records raggiunti durante l'uscita originale, dobbiamo senz'altro concludere che il 1967 dovrà essere di gran lunga il più glorioso anno della storia della Paramount.

THE PARAMOUNT STORY IS BRITAIN'S BEST SELLER

Page 2 - The Daily Cinema

Monday 16 May 1966

Commentary

By Observer

PARAMOUNT'S managing-director, **Russell Hadley**, was really cock-a-hoop over company prospects, with two years' money-spinning potential in the can, when I saw him on Friday. He had just returned from Cannes, where "Alfie" was a sensation, and he told me that 105 prints were in work here. In these days of two-week London releases "Alfie" earned the distinction of having three—after North London opening there was a second week hold-over which coincided with opening in selected South London theatres, followed by the full South London release on the third week.

A change in the Sunday releasing pattern Russell thinks is long overdue. No other country in the world opens a picture on a Sunday and here, particularly, where the advertisements and the reviews come out on Thursdays and Fridays, the opening of the London release on either of those days will give a picture a terrific boost. Word-of-mouth too will help the box-office, before everybody has time to fall into that Sunday slough which Monday is the wrong day to expect to pull out of with a new picture.

Besides being particularly proud that Paramount had both the British and American official entries at Cannes, "Seconds" being the American picture, Russell is excited about handling the hottest male property in showbusiness today.

"Since 'Alfie,' which was a natural follow-up to 'Ipcress File' for him, **Michael Caine** is really big in 'Funeral in Berlin,'" said Russell. "The rushes of this Harry Saltzman picture are really sensational. Michael has a new star opposite him, **Eva Renzi**, who replaces Anjanette Comer." Her picture formed part of a double-spread in Friday's *Daily Sketch* which Russ had on his desk.

I gather that the biggest picture Paramount have had since "The Ten Commandments" is the Seven Arts-Ray Stark picture "Is Paris Burning?", which has finished photography and is now in the cutting rooms.

It will naturally have a Paris premiere in late September or early October and its eagerly waited London opening will follow at the end of the month. "It is a natural for a roadshow," added Russ.

He can, of course, speak with authority about "The Ten Commandments," for when he was assistant to Fred Hutchinson Russ had the job of selling the great Paramount epic. He hears from Bernard Myerson in the States that it is doing better in the same theatres on the re-issue than it did on the first runs. Russ is giving himself plenty of time to prepare a big selling and publicity campaign for the picture here and is not planning to re-issue it until the summer of 1967 in Britain.

Russ gave me a copy of the most glossy laminated product brochure I've seen for a long time and which the company will give to the delegates at the CEA conference at Torquay, where Paramount will present "Boeing, Boeing," ahead of the West End opening, which is on 26 May. The sexy comedy of London's long-running stage success will have its ABC release on 12 June.

A new comedy team threatens to burn up the screen when the first film in a seven-year picture contract, "The Last Of The Secret Agents," launches Marty Allen and Steve Rossi on the London scene. This way out spy spoof has Russell looking around for new superlatives. From the MD of the company that released "Shane" too, one pays particular attention when he says "Nevada Smith," starring Steve McQueen, is likely to be the Western of the year.

Howard Koch is in London now winding up with Ray Stark the final cut of "You Just Kill Me," formerly titled "My Last Duchess," and **Hal Wallis** and his partner **Joe Hazen** arrive this evening.

"We may seem to have been a little late in waking up to the fact that London is the swinging centre of the entertainment world," said Russ, "but now that our proxy fight is out of the way we can feel secure in going forward and accelerating our production programme and releasing schedule all along the line. The momentum of Paramount activity both in the UK and in Hollywood, will now continue in top gear."



LONDON - Co-star Suzanna Leigh had a number of friends on hand at the Plaza for the premiere of "Boeing Boeing." Here one of them, Maximillian Schell, helps her with her wrap...



....and here is the striking evening gown that the wrap was hiding.

how to get the mostest out of a hostess

BOEING BOEING



PLAZA

PICCADILLY CIRCUS

TONY LEWIS
JERRY CURTIS

IN HAL WALLIS' PRODUCTION
BOEING BOEING
TECHNICOLOR

DANNY SAVAN CHRISTIANE SCHMIDTNER SUZANNA LEIGH THELMA RITTER
DIRECTED BY JOHN RICH SCREENPLAY BY EDWARD ANHALT
BASED ON THE PLAY BY MARC CAMOULETT MUSIC BY NEAL HEFTI

LONDON - One of a series of distinctive and enticing advertisements, in both black and white, and color, devised by Gerry Lewis, Paramount's advertising and publicity chief in Britain, for Hal Wallis' speedy comedy, "Boeing Boeing."



TORQUAY - Paramount and ABC notables attending the screening of Hal Wallis' "Boeing Boeing" at the CEA (Cinematograph Exhibitors Association) conference here. L to R: Peter Reed, Mr. and Mrs. Russell W. Hadley, Jr.; Mr. and Mrs. William Cartlidge; Mr. and Mrs. Bob Webster; Freddie Cockerill; Mrs. Peter Reed; Mr. and Mrs. David Jones.



LONDON - "Boeing Boeing" ran for years on the London stage, and now the stage fans are besieging the Plaza to see the film version.

Capsule comment of London's Daily Cinema on A.C. Lyles' production of "Johnny Reno": GRIPPING WESTERN WHO-DUN-IT-AND-WHY?...COMPETENTLY STAGED AND ATTRACTIVELY CAST WITH VETERAN STARS. RELIABLE POPULAR PROPOSITION FOR FAMILY HALLS.

"The Spy With A Cold Nose" has started production!

Appointed Charlotte Branch Mgr.



WAYNE LILLARD, at left, has been appointed branch manager at Charlotte, North Carolina, effective June 6th. He was formerly Memphis branch manager, and he replaces William Holliday, who has resigned.

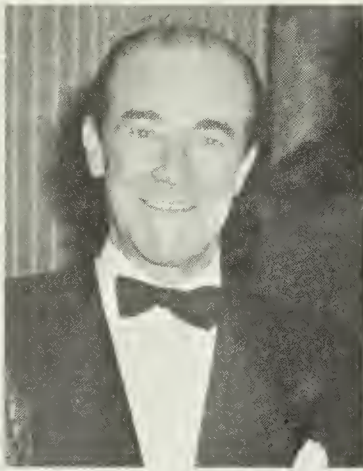
Our photograph also shows Marty Allen, who with partner Steve Rossi was appearing in Charlotte at the time.

New branch manager in Memphis is Mr. A.L. Stout.

O B I T U A R Y

DAVID J. GRIMES

LONDON - David J. Grimes, legal adviser to Paramount for the past 20 years, died in hospital here on May 28. He was 64.



In paying tribute, Russell W. Hadley, Jr., managing director of Paramount said: "David's death is a great loss to us all. His invaluable guidance and help to Paramount in the field of production has been incalculable."

Howard Harrison, managing director of Paramount British Pictures added: "David was a real colleague and friend in every sense of the word. He will be greatly missed, and our deepest sympathy goes to his wife Peggy, and sons Christopher and David."

David Grimes was a partner in the firm of Kerly, Sons and Karuth. He was a director of both Paramount British Pictures Ltd., and Paramount Film Service Ltd.

Service was held at Breakspear Crematorium, Ruislip, on June 1st.

MRS. BERNICE McDONALD



Mrs. Bernice McDonald as she was photographed with Bob Hope during the great comedy star's visit to Australia.

SYDNEY - Mrs. Bernice Maud McDonald, for more than 36 years a member of the film examining staff here, died of cancer on May 13th. She had been actively at work up until a little more than a week before her death.

Mrs. McDonald joined Paramount on January 4th 1928 and throughout her long association with the company had

enjoyed great popularity with her fellow workers.

Her funeral on May 16th was attended by Paramounteers James A. Sixsmith, Jeanne Linsdell, Charles Hale and Arthur Lombe.



NEW ORLEANS * Details of the photos above, originally mentioned on Page 6. Left is a shot of Edgar Shinn, salesman, adding up the day's tally of sales. In centre is a 2 a.m. shot of the bookers' desks. Those in the group, l to r, are: Delia Mauroner, Frances Griffen, Eddie Richard, Irma Reidy, Clayton Casbergue, Anna Power, Clyde Daigle.



HELSINKI, Finland - An example of the fine local poster for "Boeing Boeing," copies of which were placed to great advantage throughout the city during the comedy's run at the Rex.



PHILADELPHIA - Two-way queues at the Stanton Theatre, where "The Ten Commandments" re-wrote exhibition history in glowing fashion during its recent engagement.



CAIRO, Egypt - Colorful exterior of the Radio Cinema during the 2 weeks' engagement of "The Sons of Katie Elder."

CINEMA MAGAZINE (U.S.) says of Cornel Wilde's "THE NAKED PREY":

"....A chase -- a race for life, virtually without let-up....gripping, intelligent, fascinating."

INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



NEW YORK - Signboard on Times Square which formerly carried for years a smoker actually blowing real smoke rings, and which is directly across from the Paramount Building, carried this "Nevada Smith" message at the time of our going to press.

(It should interest showmanship-minded Paramounters that the technique employed in this sign consists of producing the figure and all of the lettering in the art shop of the sign company, and then of merely affixing it to the sign's surface - in dry weather).



CALGARY, Canada - Two more members of Famous Players Canadian Corporation are honored for long-time Paramount service. They are: Fred Tickell, left, manager of the Monarch Theatre, Medicine Hat and Fred Packebusch, projectionist at the Capitol Theatre, Edmonton. Both are shown being presented with silver trays, by President and managing director R.W. Bolstad, to mark their 40 years of continuous service to Famous Players.



HOLLYWOOD - Paramount commissary luncheon to the international film press following a mass visit of the reporters to the set of "Warning Shot," a thriller being produced by Bob Banner for Paramount release.

AT RIGHT

Close shot of those at the head table. L to R: Rose Goldstein, Paramount International's manager in the studio; producer Bob Banner; star David Janssen; director Buzz Kulik; Frank Lieberman, David Janssen's press agent.



NEW YORK - Attending the Broadway premiere of "The Last of the Secret Agents?" at the Victoria Theatre were Savas Pylarinos (left), Paramount distributor in Greece, and Paramount International executive Donald Nathan and Mrs. Nathan.



PITTSBURGH - Arriving here for the world-premiere of "The Last of the Secret Agents?", Marty Allen and Steve Rossi were greeted with this humorous showmanship at the airport.



NEW YORK - Matthew Polon, president and general manager of RKO Theatres (at left), receives the congratulations of (l. to r.) luncheon co-chairmen Maury Goldstein, Charles Boasberg and D.J. Ederle of the industry-wide luncheon in his honor on May 25th at the Americana Hotel.

Hal Wallis' "Paradise, Hawaiian Style," newest Elvis Presley romantic musical, was scheduled to begin its New York premiere engagement on June 15 at R.K.O. and other theatres throughout the Metropolitan New York area.

SHORT FEATURES

Mario Ghio is seeking more appropriate names for the series of cartoons presently known as MODERN MADCAP and NOVELTOON subjects. Have you sent in your suggestions yet?

GRAND BAHAMA ISLAND - Les Winik, producer of the Winik Films' "Sports In Action" series, did his own underwater direction of "Deep Sea Hunt," filmed in color here recently and a real thriller it is.

AT RIGHT

One member of the Finny Fellowship encountered by Mr. Winik.

Underwater photography was shot by Jordan Klein who did much of the work for setting up the underwater sequences in "Thunderball." The short was made with the cooperation of the International Underwater Explorers Society.



Of Sea And Ships

This Paramount short (which New York's Radio City Music Hall showed during its recent record-breaking engagement), is a fascinating treatment of ocean transportation. Additionally, its photography of the liquid moods of the sea is the most breathtakingly beautiful one could possibly see.

A prize addition to any film theatre's bill.



This unusual illuminated shot of the Eiffel Tower in Paris is from the fascinating Paramount short feature, "Three Parts of Gaul" (in color).

"We would appreciate it if you would make every effort to book a Paramount short subject in each and every situation where PARADISE, HAWAIIAN STYLE will be playing.

"This picture will do outstanding business in your territory and presents a golden opportunity to help increase our short subject revenue."

- Mario Ghio

SHORT SUBJECT SAGA FROM HARRY SWONSON, SALT LAKE CITY

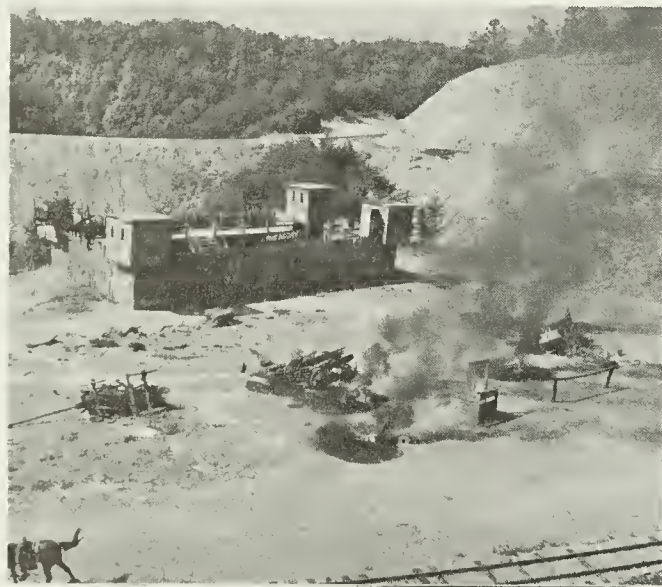
"We have a hard and fast rule here, that no phone call is complete, whether incoming or outgoing, unless the booker has asked for short subject dates. The bookers are also watching advance bookings in Salt Lake City where long runs are booked, and endeavor to secure short subjects to go with them.

This story just came to me = Brad Hale, our Assistant Booker, talked to the local manager of the Tower Theatre and secured a booking on "SAN FRANCISCO." He was so pleased with the subject that he asked the local bookers (Film Service Corporation) to book Paramount short subjects. As a result, this morning, Mary Lindquist, short subject booker for Film Service, called Brad and booked \$150 worth in the Orpheum Theatre, Ogden, Utah where we have had very little play-off in the past on our short subjects."

HARRY SWONSON

and if we may take the liberty of so saying - it appears to us that there is no magic formula for achieving results such as these. The way to increase short subject bookings is simply "TO ASK."

(REPRINTED FROM DOMESTIC SERVICE MANUAL)



In the course of the wonderful summertime enjoyment of the Paramount 2-reeler, "Smoky Mountain Magic," one encounters 'Fort Agony' at Gold Rush Junction, where every hour on the hour the 'Indians' stage an attack.



Some of the snooty four-legged, one-hump 'actors' in the colorful "Virginia City Centennial."



RIO DE JANEIRO - Latin American division manager Henry B. Gordon and Mrs. Harry Stone at the cocktail reception offered by Mr. Stone on the occasion of the visit of Messrs. Perkins and Gordon following the Buenos Aires convention. Mr. Stone is representative of the MPEAA in Brazil.



LONDON - Laurence Harvey, Daliah Lavi and four-legged Disraeli at the start of production of "The Spy With The Cold Nose." Disraeli plays the title role, and the picture is an Associated London Films Production for Embassy Pictures Corporation and Paramount Pictures Corporation. Filming commenced June 1st.

RIO DE JANEIRO - Study in expressions at the cocktail party offered by Harry Stone (MPEAA representative in Brazil) in honor of James E. Perkins, Paramount International president, and Henry B. Gordon, Paramount Latin American division manager. Reading from left: Dr. Beca de Castro, owner of the Castro Cinema Circuit and one of Brazil's leading exhibitors; Mr. Perkins; Mrs. Terezinha Muniz Freire and Mr. Stone.



SYDNEY - Bob Crosby, who has been appearing, live, on TV in Australia for the past few months, attends, with Mrs. Crosby, the glittering premiere of the new Paramount Theatre here.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Renowned Greek distributor-exhibitor-producer Savas Pylarinos (r) on the set of the Paramount release, "Warning Shot," with David Janssen, star of the thriller.



HOLLYWOOD - Master musician Henry Mancini and Mrs. Mancini at the Paramount Studio cocktail party welcoming producer Blake Edwards to the company's mounting roster of creators of great film entertainment.

EN and STEVE ROSSI OF THE SECRET AGENT



NEW YORK - Mr. and Mrs. Charles McMains at the premiere of "The Last of the Secret Agents?" at the Victoria Theatre. Mr. McMains is Home Office Graphic Arts Purchasing Manager, and also Office Manager.



CARDIFF, Wales - Promoted to the Paramount branch managership here is Mr. J. Timms, formerly a salesman in the London branch.



STOCKHOLM - Among the notables attending the premiere of "The Spy Who Came In From The Cold" at the Röda Kvarn Theatre here was the popular Swedish actor and singer, Sven-Bertil Taube.



CANNES, France - During the Cannes Film Festival, Michael Caine, whose "Alfie" received a tremendous amount of attention, met the Begum Aga Khan. (Man in centre not identified). Occasion was the party of the British Film Producers Association at Les Ambassadeurs.



SAN JUAN, Puerto Rico - Marty Allen (r) and Steve Rossi, here for a personal appearance tour in connection with "The Last of the Secret Agents?", have an effusive greeting for Rafael Ramos Cobian, president of Commonwealth Theatres.



HOLLYWOOD - Barbara Stanwyck, Turkish film correspondent Tarik Berkand, and A.C. Lyles, producer of Western hits, at the studio ceremony at which Lyles and John Wayne were presented with Golden Spurs for their continuous efforts in preserving Western lore.

Adieu to Some Good Friends



Chairman of the Board Barney Balaban makes the presentations to Charles Urling, left, and Adolphus Harriot, of the gifts of affection contributed by fellow members of the Paramount staff. (Also shown in the picture are Irving Singer, Jack Starr, Charles McMains and Sally Feldman). In the picture at right, Mr. Balaban is conveying to Charge Nurse Sally Kreger, who was retiring from Paramount's Medical Department, the deep affection of the staff, and the deep and sincere thanks of the corporation for the magnificent service she has rendered the company over the years of her association with Paramount. (She earlier had received her gift from the staff -- a portable tape recorder -- in a private ceremony, and had hoped to escape this public reception). Shown also in the picture are Adolphus Harriot, Charles McMains, Sally Feldman, Elizabeth Tilson, Irene Sullivan and Catherine Hagen.

Home Office last month farewelled a trio of good and faithful friends.

First came word that Charge Nurse Mrs. Sally Kreger was leaving to prepare for new and higher responsibilities in her chosen nursing profession. Everyone gave her warmest good wishes and an assurance that they would watch her progress with deep personal attention. Nurse Kreger took with her the affection of everyone she had met -- and greatly helped.

Fond farewells also were extended to two wonderful members of the maintenance staff --- Charles Urling and Adolphus Harriot. Both fine men came to Paramount from the British West Indies, Adolphus in 1924 and Charlie five years later. Both men manifested such a wonderful degree of cooperation and cheerfulness at all times that they will be remembered always.

And the sincerity and warmth of their acceptances of their gifts, depicted in the adjoining column, will likewise always be remembered.



J. William Piper about to present Paramount International's special gift of a check to Charlie Urling, the tenth floor having been Charlie's special responsibility. Also in the picture, l to r: Irving Singer, Donald Nathan, Harold Wilson, William Shelpark and Adolphus Harriot.



Rhea Smith and Louis Fernandez were two of the three efficient 'bar-keepers' (the third was Harriett Miller) and they did a record 'business.' The five customers shown here, from left, are: Marie Hallinan, Charles McMains, Louise Shiff, Harold Wilson and George Curlin.

The Leon J. Warshaw, M.D., Story

THE BACKGROUND OF PARAMOUNT'S
GREATLY ESTEEMED
MEDICAL OFFICER

Dr. L. J. Warshaw, who is Medical Director for Paramount Pictures Corporation, is a nationally-known authority on cardiology in industry, and a frequent speaker on the subject at medical meetings throughout the country. He received the B.A. degree from Columbia College in 1938 and the M.D. degree from Columbia University College of Physicians and Surgeons in 1942. For the next 2 years he served as interne and house physician on the First Medical Division (Columbia University) of Bellevue Hospital. He continued his hospital association with Bellevue, where, until 1959, he was Associate Visiting Physician.

Since 1944 Dr. Warshaw has been a member of a research group in pharmacology at Cornell Medical College and, for a time also served as an instructor at Columbia and at New York University. His affiliation with industry began early in his career with a position in the medical department of the F.G. Shattuck Corporation (Schrafft's Stores) in 1944. He has been Medical Director of Paramount Pictures Corporation since 1946 and Medical Director of United Artists Corporation since 1953. In addition, he has been associated as a consultant in occupational health programs with companies across the country.

Dr. Warshaw is the author of a list of articles on cardiology and general internal medicine, with emphasis on methods of evaluating the actions of drugs. He is the editor of The Heart in Industry (Hoeber, 1960) and the author of two books: Malaria, the Biography of a Killer (Rinehart, 1949), and Manpower Maintenance, an Executive's Guide to Occupational Health Programs (Harper & Brothers, 1962). He has been a member of the editorial board of JOURNAL OF OCCUPATIONAL MEDICINE since 1962 and an Associate Editor since 1964.

Dr. Warshaw is a Diplomate of the American Board of Internal Medicine as well as of the American Board of Preventive Medicine (Occupational Medicine). He is a Fellow of the Industrial Medical Association and the current President of the New York State Society of Industrial Medicine. He is also a Fellow of the American College of Physicians, The American College of Cardiology, the Academy of Occupational Medicine, and the American Public Health Association.

HOME OFFICE NEWS ITEMS

Apart from the news in the adjoining column, bowling seems to be the topic of the

day, what with Harriett Krausz's ELVIS PRESLEY team copping the championship honors. Bob McKeown's own report, in his inimitable style, will be found (continued on Page 37).

An error in transmission resulted in a caption on this page last month wrongly naming one of the participants in the Medical Department's art display from Paramount's Cartoon Studios. The name should have read Sam Robinson. We are genuinely sorry!

WE RETURN TO THE GENUINE EXCITEMENT OF THE LATIN AMERICAN CONVENTION

Even the space we devoted last month to Latin American division manager Henry B. Gordon's convention in Buenos Aires could not do that thrilling event full justice. So we are having this page cover some more of the highlights, and reflect some more of the enthusiasm.



In many respects it was a very fine meeting - especially where the Lococo brand of hospitality was concerned. Shown whiffing the savor of the occasion, L to R: Francisco Lococo, the Gaucho cook, Henri Michaud, James E. Perkins, Henry B. Gordon, Clemente Lococo, Milton Goldstein and Andres Sanz.



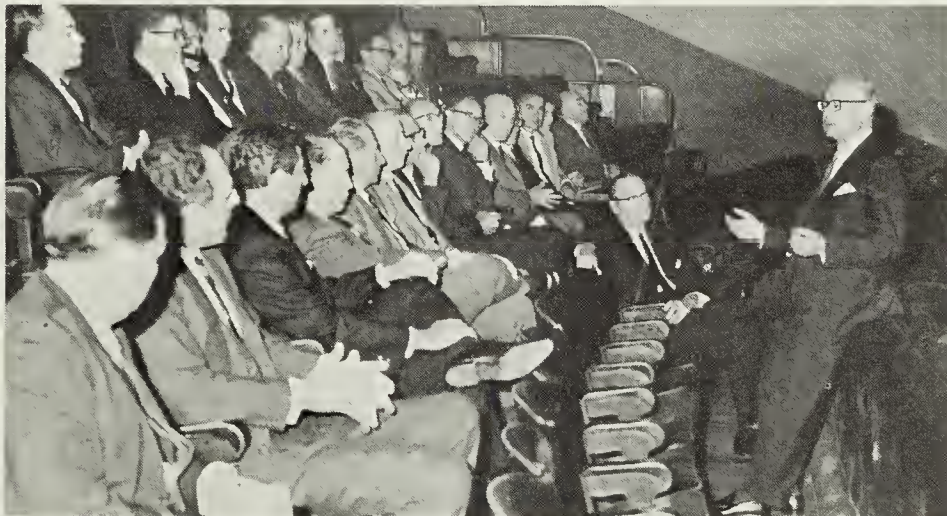
Buoyant optimism and good-fellowship as expressed at the convention's cocktail party by James E. Perkins, centre, Henri Michaud, at left, and Pancho Lococo.



Mr. Perkins expressing to Host Clemente Lococo, at top right, the deep thanks of the delegates for his matchless and unforgettable hospitality.



Milton Goldstein had a full measure of humor in his talks, and (L to R) Messrs Schack, Gordon, Perkins and Michaud responded.



Henri Michaud, who has lived with the making of "Is Paris Burning?" since its very beginning, conveying personally to the delegates the massive drama and significance of this mighty film - and the sweat, tears and tirelessness that have gone into its making.



Expressing the European-Argentine Paramount entente... Henri Michaud, left, and Andrés Sanz.



Buenos Aires was.....

BARBECUE
.....and enthusiasm!

HOSPITALITY
.....and enthusiasm!

FRIENDSHIP
.....and enthusiasm!

UNDERSTANDING
.....and enthusiasm!

PARAMOUNT PRODUCT
.....and enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm, enthusiasm!!!!!!



Portion of the very impressive "Is Paris Burning?" display.



Argentine musicians entertained while the delegates ate. Facing camera, L to R: Fritz Reimert, Peter Moreno, Alfredo Patino, Joel Hart. Back to camera: Fred Sill, Erich Grunspan, Juan Laupheimer and Manuel Alonso. And what is Guenter Schack doing among the musicians? Taking his own personal pictures, of course.



BOGOTA, Colombia - Exhibitors and press representative pay honor to Milton Goldstein and Guenter Schack at a cocktail party as they make a visit here en route back to New York from the Buenos Aires convention. (From l to r): Standing - Andrés Arata, manager, ABC Circuit of Barranquilla and Operadora de Teatros, Medellín; Dr. José J. Bernal, Federation of Exhibitors; Enrique Ramírez Calle, manager of Ramírez Circuit of Valle; R. Restrepo E., chief of publicity for newspaper El Espacio; Jaime Joseph, Radio City Theatre; Mayor Escobedo, Copelia Theatre; Miguel Arenas, Administrator of Cine Colombia in Bogotá; Enrique Ponce, owner of the Ponce Circuit; Pablo Pastor, administrator of the Ponce Circuit; Luis Eduardo Hoyos, assistant administrator of Cine Colombia, Bogotá. Seated: Walter Senior, Guenter Schack, Víctor Cortés, Milton Goldstein; Misael Russi S., ass't manager; Luis A. Mendoza, accountant.



BOGOTA, Colombia - Sr. Elie Shaio, shareholder in the Opera, Scala and Radio City theatres of this city (at left), chatting with Paramount International's director of advertising and publicity during the latter's visit to this beautiful Colombian capital city.



SAN JUAN, Puerto Rico: - Allen and Rossi being interviewed in the Flamboyant Hotel by Ramon Rodriguez of the newspaper El Mundo.

LIMA, Peru - The high level of Paramount product popularity in Peru is best attested by this special signboard of the Teatro Opera announcing at one time "Red Line 7000," "Boeing Boeing," "The Spy Who Came In From The Cold" and "Sands of the Kalahari."

CRECIENTE INTERES MUNDIAL POR "¿ARDE PARÍS?"

No puede caber duda alguna que "¿Arde París?" es una de las más gigantescas películas de todos los tiempos. Este filme de colosales proporciones es nuestro máximo rival (aún antes de su estreno) de nuestra inapreciable producción "Los Diez Mandamientos" y ya hay muchos que están dispuestos a apostar que va a eclipsar el formidable récord de la grandiosa película bíblica. En este número aparece un nuevo anuncio sobre las fechas de estreno fijadas para París y los Estados Unidos, así como detalles de los planes a tener en cuenta en esta gran ocasión.

El pasado mes tuvimos el placer de anunciar el nombramiento de Martin Davis como uno de los vicepresidentes de Paramount Pictures Corporation y su designación como ayudante ejecutivo del Presidente George Welton. Ahora nos place igualmente informarles de la gran noticia de que Joseph Friedman, que fue ayudante ejecutivo de Mr. Davis cuando éste era director de propaganda y relaciones públicas, le ha sucedido como uno de los vicepresidentes de Paramount Film Distributing Corporation y ha sido nombrado también director de propaganda y relaciones públicas. El señor Friedman asistió a la Convención de Paramount International cele-

brada en París el pasado mes de Enero.

Y hablando de convenciones tenemos excelente información sobre la de Alemania de finales de Abril, así como una página más de gráficos de la división Latinoamericana de Buenos Aires. Es indudable que dispomos de abundancia de noticias buenas para publicar, una realidad que hace que los Paramountistas de todo el mundo se sientan muy felices.

Otra de nuestras páginas está dedicada al magnífico tributo que se rinde en Australia a nuestra Compañía llevado a cabo por el circuito de locales de internacional renombre, Greater Union Organization, al edificar un nuevo y espléndido cine al que no sólo se le ha impuesto el nombre de Paramount sino que se le ha designado el cine de estreno Paramount de la ciudad de Sydney. Se trata de un local precioso y confortable y la película que lo inauguró, "The Spy Who Came In From the Cold", está obteniendo un grandioso éxito.

El veredicto que se desprende de la gran aclamación popular conseguida por Martin Allen y Steve Rossi los declara una nueva gran pareja cómica. Tenemos una página de gráficos de su sorprendente viaje de presentación personal por la nación y la favorable acogida que les dispensa el público en "The Last of the Secret Agents?". Es indudable que la pareja ha conseguido notoria

SANTIAGO - Chile manager Juan Laupheimer reports that the re-release engagements of "Gunfight At The O.K. Corral" at the Pacifico, Nilo, Lo Castillo and Pedro de Valdivia Theatres produced the best re-release business any company has enjoyed in this city in quite a long time....."The Last Train From Gunhill" also enjoyed excellent re-release business at the Santiago Theatre, Santiago.

popularidad, lo que ha dado motivo a que nuestras fuerzas de Hollywood preparen una nueva películas para ellos sin demora.

"Alfie" es un fenómeno. El grandioso éxito de esta comedia en Inglaterra es algo que sucede pocas veces y nos recuerda en qué clase de extraordinaria Industria estamos metidos. Los ingresos que ha dado "Alfie" en Londres y en otras ciudades de Inglaterra es algo que no puede expresarse con los simples superlativos de nuestra Industria y que nos deja casi sin aliento cuando pensamos en el año que viene.

Porque el año próximo es el año del regreso de "Los Diez Mandamientos" en el mercado internacional. Y cuando vemos el espectáculo que nos ofrece la gran película de Cecil B. DeMille en los Estados Unidos y Canadá al superar los records obtenidos en su estreno original (y a precios de taquilla más reducidos), no podemos menos que pensar que 1967 tiene que ser muchas veces el año más grande de la historia de Paramount.





RIO DE JANEIRO - At the cocktail reception offered by Harry Stone (MPEAA representative in Brazil) honoring Messrs. Perkins and Gordon following the Buenos Aires convention, Mr. Gordon, at left, chats with Dr. Beca de Castro, owner of the Castro cinema circuit, and one of Brazil's leading exhibitors.



BOGOTA, Colombia - A discussion on policy at the cocktail party in honor of the visit here (following the Buenos Aires convention), of Milton Goldstein and Guenter Schack. From l to r: Guenter Schack, Walter Senior, Milton Goldstein; Bernardo Reyes, Olympia and Libertador Theatres and the A & Bernardo Reyes Circuit.

BOGOTA, Colombia - The arrival here of Messrs. Goldstein, Schack and Senior was covered fully by the Colombian newsreel and the item was shown "in every important theatre in Colombia," according to Paramount manager Victor M. Cortes. Mighty fine Paramount public relations indeed!

SAN JUAN, Puerto Rico - Some of those on hand to greet Allen and Rossi on their arrival for personal appearances at the Flamboyant Hotel (and interviews in behalf of "The Last of the Secret Agents?"). L to R: Mrs. Planas; Paramount manager Frank J. Planas; Mrs. Allen; Marty Allen; Manuel Gonzalez, Paramount salesman.



PARAMOUNT EVENTS IN LATIN AMERICA



BUENOS AIRES - Front of the Opera Theatre at the time of the release of the Alec Guinness comedy, "Situation Hopeless But Not Serious." Film premiered here and also at the Premier and 6 other cinemas simultaneously, registering a gross ten percent over the average of each of the theatres.



SAN JUAN, Puerto Rico: Marty Allen (right) and Steve Rossi (centre) being welcomed for their Puerto Rican personal appearance tour by Paramount manager Frank J. Planas.

SANTIAGO, Chile - A pair of very effective posters, the one for "Sylvia" relating to a highly successful engagement at the Rex; the one for "Gunfight At the OK Corral," being associated with the record-breaking re-issue engagement at the Pacifico and Nilo Cinemas.



RIO DE JANEIRO - On their way back from the Latin American convention in Buenos Aires, Messrs James E. Perkins and Henry B. Gordon were tendered an industry-wide cocktail reception here. Harry Stone (MPEAA representative in Brazil) was host. Shown in the group above, l to r: Mr. and Mrs. Salviano Cavalcanti de Paiva (he is motion picture critic for Correio de Manhã); Mr. and Mrs. Oswaldo Rocha; Mr. and Mrs. Adhemar Cesar; Fred Sill.



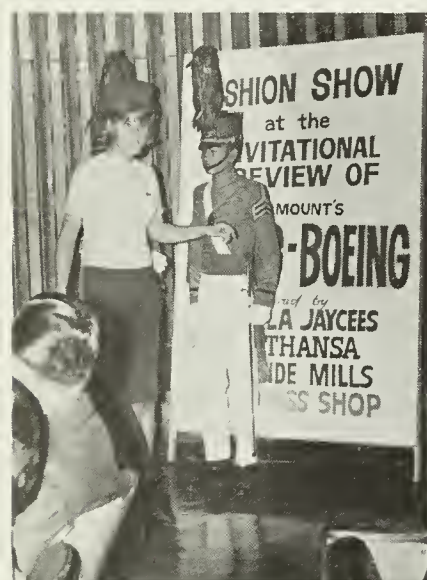
LIMA, Peru - Some of the many attendees at the cocktail conference for the press in honor of Milton Goldstein, sales manager, and Guenter Schack, director of advertising and publicity for Paramount International Films. Left-right: Sr. Salvador Montero (Channel 9); Paramount chief booker Alberto Acosta; Mr. Goldstein; Paramount manager Joel Hart; Paramount publicity head Alfonso Gaillour; Mr. Schack; Paramount asst. chief booker Alberto Benavides. Function was held in the Bolivar Hotel, Lima.

In addition to all of the other media, the spirit of the Latin American Convention of Buenos Aires reached Home Office in New York via a newsreel item. The footage had a number of screenings, so that all top executives had a chance to 'look in' on a fine and memorable event.





Manila - Manila Mayor, Antonio Villegas, was one of the many government officials who put aside his official chores to get a laugh from Jerry Lewis and Tony Curtis at the Lyric Theatre premiere of "Boeing Boeing." He is shown being greeted by Jaycee Mike Guerrero at entrance to the Lyric.



MANILA - Here's a close picture of Lufthansa hostess Gigi Steinmann, who was flown from Hong-Kong to participate in the fashion show which was staged by the Lyric management prior to the invitational showing of "Boeing Boeing."



MANILA - Winner in the 'drag-race contest' to promote "Red Line 7000," was Dr. Jose Baens, left, here receiving his Paramount trophy from publicist Ric Javier.

Before television nobody ever knew what a headache looked like.

PATULOY NA LUMALAKING PANGDAIGDIG NA PAGKAGUSTO SA "IS PARIS BURNING?"

Walang munti mang alinlangan na sa "Is Paris Burning?" ay nagkaroon tayo ng isa sa pinakamalaking-pelikulang-pang-habang-panahon. Ang dakilang panooring ito ay siyang maaring maging pinakamalapit na katungali (kahi't na hindi pa naitatanghal ito) sa walang kasing-halagang "The Ten Commandments" at marami na ang ngayon pa lamang ay nakahanda nang pumusta na dadaigin nito ang kagalingang ipinamalas ng pelikulang ang kwento ay hinango sa Biblia. Ibinabelita namin sa bilang na ito ang mga binagong mga petsa ng pagtatanghal sa Paris at sa maraming lungsod ng Estados Unidos. Kasama rin ang mga ulat tungkol sa mga balak na isasakatuparan sa dakilang pagkakataong ito.

Noong nakaraang buwan ay ikinagalak naming ibalita ang pagkakataas sa tungkulin ni Martin Davis sa pagka pangalawang-pangulo ng Paramount Pictures Corporation at pagkakapili niyang katulong na punong-tagapagpaganap sa Pangulong George Weltner. Nitong buwang ito naman ay ikinagalak din namin ang pagpapahayag ng masayang balita na si Joseph Friedman, na siyang katulong ni Gg. Davis noong siya pa ang pimuno sa pagpapahayag, ang pumalit sa kanya sa pagka pangalawang-pangulo ng Paramount Film Distributing Corporation at nahirang na pimuno sa pagpapahayag. Si Gg. Friedman ay isa sa mga dumalo sa kapulungang pangdaigdig na idinaos sa Paris noong Enero.

At tungkol pa rin sa mga pagpupulong, nasa sa bilang ding ito ang mga balita tungkol sa kapulungan sa Alemanya na ginanap noong magtatapos ang Abril. Nandito rin ang mga larawang kuha noong pagpupulong ng mga taga Amerika Latina na idinaos sa Buenos Aires. Tunay ngang marami kaming magagandang balita na magdudulot ng kasiyahan sa lahat ng mga taga-Paramount sa lahat ng dako ng daigdig.

Ang isang pahina ng bilang na ito ay naglalaman ng isang magandang papuri sa ating samahan sa Australya. Ito ay ang ginawa ng kilala at bantog na samahan, ang Greater Union Organization, na nagtayo ng isang bagong sine na hindi lamang pinangalanang The Paramount, kundi siya ring piniling unang paglabasan ng mga pelikula ng Paramount sa lungsod ng Sydney. Maganda at maginhawang sine ito at ang unang pelikulang itinanghal ay ang "The Spy Who Came In From The Cold" at ito ay nagani ng tagumpay.

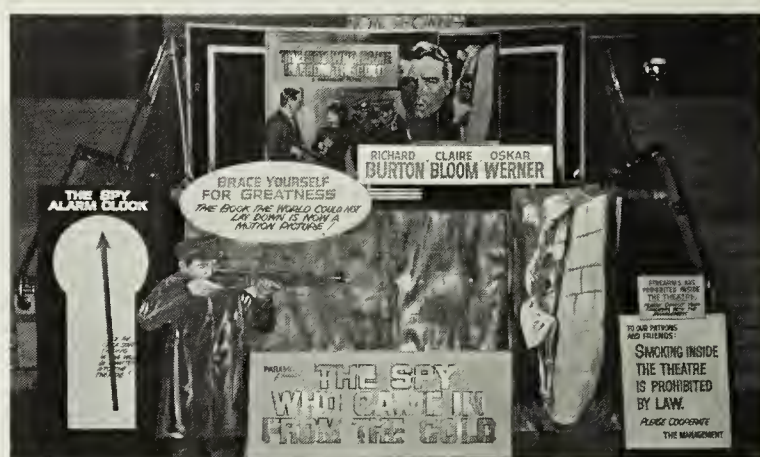
Mayroon na tayo ngayong sapat na katibayan ng pagka-akit ng madla sa bagong koponan sa pagpapatawa nina Marty Allen at Steve Rossi. Nasa sa bilang na ito ang isang boong pahina tungkol sa paglalakbay na "personal appearance" sa boong bansa. Nakita roon ang mabuting pagkakatangap ng madla sa "The Last Of The Secret Agents?". Ang pares na ito ay popular na popular na kaya nga ang mga pinuno sa Hollywood ay inihanda na kaagad ang susunod nilang gagawing pelikula.

Ang "Alfie" ay isang himala. Ang tagumpay na tinatamo ng panooring ito na yari sa Bretanya ay isang bagay na nangyayaring paminsan minsan at siyang dahilan kung bakit ang gawain natin ay kapanapanabik. Ang laki ng kinikita nito, hindi lamang sa Londres kundi sa iba at iba pang mga lungsod sa Inglatera ay sukdulan ng laki kaya nga malisip nating magiging kahanga-hanga ang susunod na taon.

Sapagka't ang susunod na taon ay siyang taon



MANILA - Reception line at the Lyric Theatre premiere of "Boeing Boeing," held in honor of the Junior Chamber of Commerce. From l to r: Fermin Sanchez, Paramount chief accountant; Senen de la Costa, Jaycee president; Mr. and Mrs. M.P. Alberto, Jr., Jaycee executive vice-president; Miss Gigi Steinmann, courtesy of Lufthansa, flown especially to the Philippines to participate in the evening's special fashion show; M. Torrente of Paramount and Mike Guerrero.



MANILA - Lobby of the Avenue Theatre during the engagement of "The Spy Who Came In From The Cold" was almost a complete show in itself. The white dots extending from the gun's barrel were automatic lights. And with respect to the Spy Alarm Clock, one half hour before the end of each screening, this unique clock began ringing and the pendulum swung. The box-office stopped selling tickets and nobody was allowed to enter the theatre until, and after, the clock stopped ringing.



MAKATI, Philippines - Portion of the 5,000-person crowd at the Pasong Tomo racing grounds during the RED LINE 7000 "Drag Race Festival" which was initiated by Paramount to promote the picture with the cooperation of "Hot Rods Philippines", Luneta Motor Corporation, Mantrade and Pepsi Cola.

ng pagpapalabas na pamuli ng "The Ten Commandments" sa mga bansang nasa labas ng Amerika. At kung iisipin nating sa Estados Unidos at Canada ang muling pagkakalabas ng dakilang kathang ito ni Cecil B. deMille ay dinaig ang mga rekords na ginawa sa unang pagtatanghal (at sa mas mababang halaga ng tiket pa) ay malisip natin na ang 1967 ay siyang magiging pinakadakilang taon ng Paramount sa boo niyang kasaysayan.

HAPPENINGS IN HOLLYWOOD



For Savas Pylarinos, Paramount distributor in Greece and internationally renowned exhibitor and film producer, the wish of a lifetime came true when he was photographed in front of the main gate of the Paramount Studio during a recent flying trip to Hollywood.

AT RIGHT

On the set of "The Spirit Is Willing," Mr. Pylarinos meets William Castle, producer of the spook-special, who also plays a minor role in the film.

(From DAILY VARIETY, Hollywood)

PAR SCOUTING LITTLE LEGIT FOR NEW FACES

That old casting man's line, "Don't call us, we'll call you," is being about-faced in an extensive new talent scouting program under way at Paramount.

Studio veepee and production chief Howard W. Koch has greenlighted trek by casting head Edward R. Morse to regional legit theatres to look at talent with eye toward casting upcoming pix or ticket talent to thespads at Par.

(In other words, to find and/or sign new young potential star material for forthcoming Paramount pictures).

Morse began the o.o.'s over the weekend at the Actors Workshop, San Francisco. He is empowered to fly actors to Hollywood for screen tests; works with the respective heads of the theatres in asking their recommendations on members of their companies, later visits groups to view a production.

(Morse's itinerary includes Houston, Washington, Minneapolis, Seattle, Stratford, Ontario; and Philadelphia).



VISITING PARAMOUNT'S WESTERN LOT. Winnie Robertson, at left, Bella Rackoff, right, and a handicapped young patient from Italy who has since been helped enormously by an operation provided by funds from Girls Friday of Showbiz.



Comedian Sid Caesar, co-star of the William Castle spook-special, "The Spirit Is Willing," hosts eminent international correspondent Bert Reisfeld and Hilde (Mrs. Bert) Reisfeld on the film's set.



A recent visitor to the set of Bob Banner's "Warning Shot" was Rear Admiral Carlton Jones, Commander Mine Force Pacific. He and his party were guests of the film's star, David Janssen. In group shown at right are, from L to R: Lt. John Skillman, U.S.N., Lt. Com. Robert Leopold and his wife, Rear Admiral Jones, David Janssen and Mrs. Skillman. (Marine Corporal orderly at right).

In the past we have been able to tell you something about the very admirable group of film studio secretaries known as Girls Friday of Show Biz. Now, through the continuing help of Winnie Robertson, newly re-elected president of the organization (and secretary to Eugene Frank, Paramount Studio's Resident Counsel) we are continuing our reportage on the group and its work.

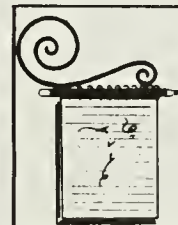
Winnie, who is at left in the photo above, has sent us the Women's World page from a recent issue of the Los Angeles Herald-Examiner which devoted several columns of news and praise for the work and the unselfishness of the Girls Friday. Reported also was the highly successful dance held by the organization at the Hollywood Knickerbocker Hotel, emceed by Bob Crane, and with many Hollywood notables in attendance.

In reporting on the officers of Girls Friday Of Showbiz, the newspaper revealed that Doris Turner of Paramount is first vice-president.

Regarding the little Italian girl in the picture above, Miss Robertson said: "She was the ugliest thing you ever saw; but when we sent her home after the operation, she was a little doll."

The newspaper story also reported on Miss Robertson as follows: "To Miss Robertson, who has had various jobs at Paramount for 25 years, there's no better way of life. 'Of course I've seen terrific changes,' she declares, 'but it's all for the better. And as long as I have to work, I don't want to ever work anywhere else!'"

And here, for a decoration, is the letterhead of Girls Friday of Showbiz.



GIRLS FRIDAY OF SHOWBIZ

P.O. BOX 8565 UNIVERSAL CITY, CALIFORNIA



STOCKHOLM - Publicist Walter Fuchs did a fine job in making this city very conscious of the advent of "The Spy Who Came In From The Cold" at the Röda Kvarn Theatre. These billboards are in Götgatan.



Stigande intresse över hela världen för "BRINNER PARIS?"

"Brinner Paris?" är utan tvekan en av de största filmerna genom tiderna. Denna stor-slagna film är vår främsta rival (till och med innan den är utsläppt) till storfilmerna "De Tio Budorden". Många är redan beredda att slå vad om att den kommer att överträffa den bibliska filmens väldiga kassarekord. I detta nummer finns det nya uppgifter om de preliminära premiärdatumerna för "Brinner Paris?", både i Paris och i Förenta Staterna, samt några av de planer man har för att göra premiären uppmärksam.

Förra månaden hade vi nöjet att meddela Martin Davis utnämning till vice-president för Paramount Pictures Corporation och George Weltners närmaste man. Denna månad har vi nöjet att meddela den trevliga nyheten att Joseph Frideman, som tidigare var assistent åt Mr. Davis när denne var chef för annons och PR-avdelningen, har efterträtt honom som vice-president för Paramount Films Distributing Corporation och även blivit chef för annons- och PR-avdelningen. Mr. Friedman var med vid Paramount Internationals konferens den 1 januari i Paris.

På tal om konferenser har vi glada nyheter från den som hölls i Tyskland i slutet av april. Vi har också en sida i detta nummer från den Sydamerikanska sektionens möte i Buenos Aires. Det finns verkligen gott om trevliga nyheter att publicera, något som glädjer Paramounts anställda över hela världen.

En annan sida visar vilken ny, vacker biograf man förärat vårt bolag. Biografen ligger i Sydney, Australien och initiativet till detta togs av de internationellt berömda teatrarnas sammanslutning, Greater Union Organisation, som inte bara har döpt den till "The Paramount" utan även avsett den att bara spela Paramount-

Walter Pidgeon has a co-starring role with David Janssen in "Warning Shot."

Other toppers in the cast are Steve Allen, Ed Begley, Joan Collins, Lillian Gish, John Garfield, Jr., George Grizzard, Eleanor Parker, Stefanie Powers, George Sanders, Sam Wanamaker and Keenan Wynn.

STOCKHOLM - Erik Erickson, whose real-life espionage story was filmed by Paramount as "The Counterfeit Traitor," attended the premiere of "The Spy Who Came In From The Cold" at the Röda Kvarn Theatre here. He also gave an extensive press interview which gained big and prominent space in the eminent newspaper Aftonbladet, and in which he paid a high compliment to the film's authenticity.



HELSINKI - Exterior of the Boston Theatre during the well-patronised engagement of the Sophia Loren thriller, "Judith."



HAWAIIAN ISLANDS - Elvis Presley here expresses the 'joy of living' which is so much a glorious part of the Hal Wallis musical production, "Paradise, Hawaiian Style."

filmer. Den första filmen som visas där är "THE SPY WHO CAME IN FROM THE COLD", och den har fått ett mycket varmt mottagande.

Vi har nu fått bevis på Marty Allens och Steve Rossis stora popularitet som ett nytt komedipar. En sida i detta nummer visar bilder från deras fantastiska turné. Paret har verkligen nått stor popularitet genom sin film "THE LAST OF THE SECRET AGENTS". Detta har föranlett vår produktionsavdelning i Hollywood att så snart som möjligt göra en ny film med dem.

"ALFIE" är ett fenomen. Denna komedis stora succé i England är sådant som inträffar i filmvärlden då och då och får oss att inse vilken spännande bransch vi arbetar i. "ALFIE:s" stora succé, inte bara i London utan också i andra engelska städer, saknar motstycke i filmbranschen och gör oss nästan andlösa när vi tänker på nästa år.

Nästa år skall "De Tio Budorden" tas upp igen på den internationella marknaden. När vi ser på de resultat som den storslagna Cecil B. DeMille filmen har givit i Förenta Staterna och Canada, där den till och med har slagit tidigare kassarekord sedan den släpptes ut första gången (och denna gång ändå till lägre biljettpriser), kan vi inte annat än var förvissade om att år 1967 kommer att bli Paramounts största år igenom tiderna.

FAR EAST



TOKYO - Strikingly effective billboard for Elvis Presley in "Paradise, Hawaiian Style" at the side of the Tokyo Gekijo here. At the left is a poster for Audrey Hepburn in "Funny Face," which enjoyed another popular re-release in Japan, where Audrey is at the very peak of the world's screen stars.



TOKYO - Japanese filmgoers were certainly exposed to a continuous Hawaiian influence during the day-and-date release of "Paradise, Hawaiian Style" in a number of this city's cinemas. Shown above are the ushers and usherettes of the Shibuya Tokyu attired in Hawaiian style during the run of the Elvis Presley musical romance.



BANGKOK - The celebrated Paramount has had many striking front-of-house displays in the past, but certainly not one so macabre and striking as this one for "The Skull." In his report on the engagement, Far East division manager S.A. Henriksen said: "Excellent work from Chana again and the picture is doing good business and will run for two weekends."



BANGKOK - The showmanship campaign for "The Skull" at the Paramount here included two men attired as skeletons who not only walked all of the streets, but rode on a motorcycle as well. The stunt gained an extraordinary amount of illustrated newspaper space in the Bangkok press.

We are delighted to report the safe arrival, in Djakarta, Indonesia, of Daisy Hanafia Vlug, baby daughter of Mr. and Mrs. Cornelius Vlug.

The happy event took place at 1:10 the morning of May 4th last, and the young lady says that her Mummy and Daddy are in good health and that she has a big appetite.

Our warmest congratulations to the Vlug family.

RIGHT

BOMBAY - Front of the New Empire where "The Sons of Katie Elder" has been doing fantastic business. Far East division manager S.A. Henriksen reports that all performances were sold out during the first three days. He added: "This is extraordinary in view of the fact that Westerns usually are not appreciated in India."



TAIPEI, Taiwan - The new, excellent Ambassador Theatre is producing a steady flow of fine and imaginative advertising. Here is the theatre front for "The Spy Who Came In From The Cold," the hand-painted sign being 40-feet high and 24-feet wide. At right is portion of the special sign for "Red Line 7000."



TAIPEI - And here is the full view of the Ambassador's coming attraction, "Red Line 7000," plus, at lower right, another sign for "The Spy Who Came In From The Cold."





Bangkok's

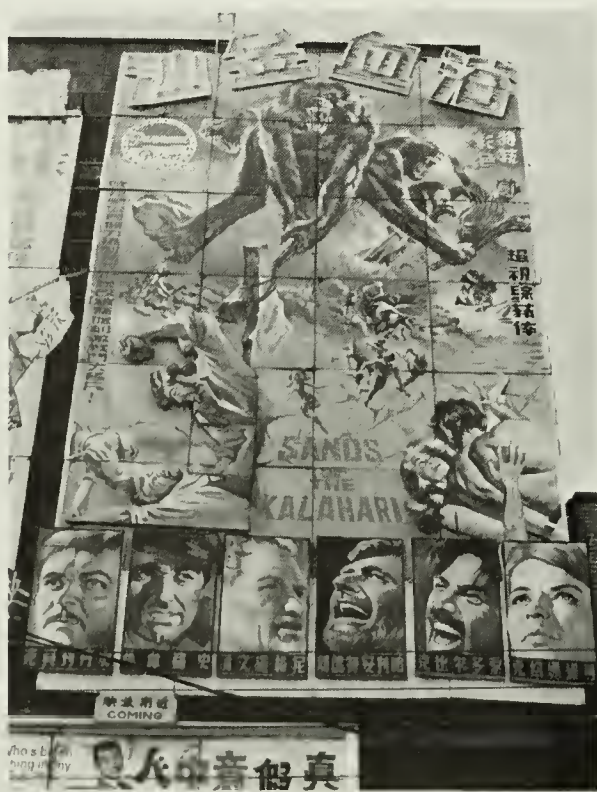
Paramount Theatre had the city all agog about the thrills of Cornel Wilde's "The Naked Prey." Above is a close view of the front-of-house display featuring high-spots of the thrill feature. AT RIGHT... a long-shot of the theatre front showing the massiveness of the showmanship display.

The picture did superlative business in contrast to recent big grossers.



ELVIS PRESLEY temporarily abandons his guitar for the ukelele and several exotic South Seas instruments in Hal Wallis' "Paradise, Hawaiian Style." Although he sings ten songs in the romantic musical, Presley accompanies himself on the guitar in only one. Instead, he plays a Tahitian toere log, a bullhide drum, a pair of Tongan deruas, the Samoan autas, the Hawaiian puilis and the Fijian uli ulis, in addition to the ukelele.

TAIPEI - As a continuation from the preceding page, we have another glimpse of the fine showmanship of the new Ambassador Theatre. This sign is for the Embassy production and Paramount release -- "Sands of the Kalahari." This sign is 45-feet high and 25-feet wide and was expertly painted in this modern city.



全世界注意「焚城未遂記」(暫譯)

無疑的我們的巨片「焚城未遂記」(暫譯)(Is Paris Burning?)將成為我們一向譽為無價之寶的「十誠」(The Ten Commandments)的勁敵，有很多人已經估計它可能蓋住「十誠」所創下寶座偉績的光芒。在本期中有一篇宣佈該片在巴黎和全美國重新調整公映的日期及關於它的詳細計劃。

上個月我們宣佈了馬丁·戴維斯(Martin Davis)的升為派拉蒙總公司的副總裁，成為總裁

魏德納(George Welner)的機要助手。這個月我們也同樣歡喜地宣佈從前他做廣告與公共關係主持人時的助理佐瑟夫·菲德門(Joseph Friedman)的升為派拉蒙影片發行機構的副總裁，主持廣告和公共關係。菲德門也曾出席了一月份在巴黎舉行的派拉蒙國際會議。

提到派拉蒙會議，我們很高興的報導四月底在德國舉行的一次會議及刊載了一頁南美洲會議的圖片。總之派拉蒙有很多的佳

訊可傳播到各地，使全世界同人喜悅。

本期有幾頁刊載了澳洲戲院業仰慕我們當地公司的情况。那裏一家國際聞名擁有很多戲院的大聯機構(Great Union Organization)在雪梨(Sydney)新建一戲院，不但定名為派拉蒙，而且專映派拉蒙的首輪新片，這戲院美奐美輪，座位舒適。「柏林諜影」(The Spy Who Came In From The Cold)是開幕的第一部影片，成功可以預卜。

我們現在可以斷定阿倫與羅四(Marty Allen & Steve Rossi)是新近產生的受人歡迎滑稽搭檔明星了。本期中我們有一頁刊載他們的新片「The Last of the

Secret Agents?」在全美國公映及隨片登台的盛況，這使他們的第二部新片很快就會開拍。

新片「Allie」是非凡之作。

這部喜劇在英國的偉大成功，好像我們電影業每隔若干時期總有這麼一次，使我們派拉蒙同人知道，我們這部新片的寶座是多麼的刺激，它不但在倫敦成功，在其他英語地區都會有超越的成績，我們想到明年時，會不勝歡愉。

因為明年「十誠」在海外各國再度獻映，看到該片在美國與加拿大發行，超越當年初次發行的成績，(並且減低票價)，這使我們可堅信一九六七年在「派拉蒙史」上一定是偉大的一年。

PERTINENT NEWS OF THE PARAMOUNT SUBSIDIARIES

Famous and Paramount Music Corporations; Dot Records; Plautus Productions



Full page Dot Records advertisement in The Billboard, issue of May 14, for the highly popular new Pat Boone record, "Five Miles From Home." (Note the Dot Records trade mark in lower right corner, which identifies Dot as "A Division of Paramount Pictures Corporation").

Broadway and television actor David Carradine is playing the title role in "Shane," the TV series based on the classic Paramount western film. Carradine, 25, is the son of actor John Carradine.

"Shane" is being produced by Herbert Brodtkin's Titus Productions, Inc., in association with ABC-TV.



GEORGE COOPER

Randolph C. Wood, president of Dot Records, Inc., announces the appointment of George Cooper to national sales manager. The appointment follows Cooper's recent elevation to a Dot vice presidency.

In his new capacity, Cooper is in charge of all sales and promotion operations coast to coast and reports to Dot executive vice president, Christine Hamilton.

Recently Cooper has been instrumental in setting up new branches in major cities where Dot previously used independent distributors and in improving marketing structures at divisional levels.

Cooper will continue to be based in his home town, Nashville, Tenn. In his demanding job, Cooper spends almost as much time in flying between Dot Records branches and distributorships as he does on the ground. But as a World War II Air Force veteran and a long-time employee of American Airlines, he still gets a kick out of flying. He usually manages to fly home on weekends to be with his family and catch up on his paperwork.

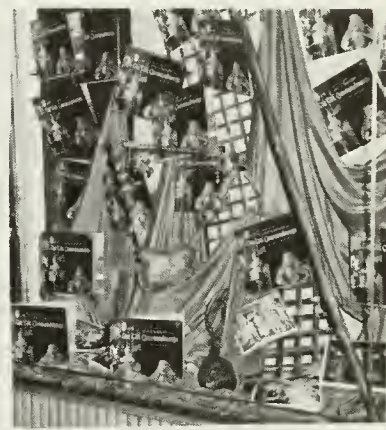
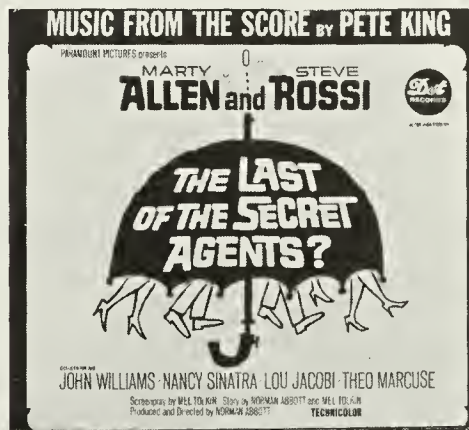


Larry Welk is congratulated by Dot Records president Randy Wood, on receiving his NORAD citation.... NORAD Information and Public Relations Officer Capt. Terry Hemeyer (left) made the presentation. (Details below).

Last month we announced Dot Records president Randy Wood's promotion of Larry Welk to the post of Director of Administration of the Dot organization. We now have additional information on the meteoric career of the young Mr. Welk.

During the past couple of years, Welk has been largely responsible for the installation of a complete data processing system serving both the corporate needs and the increasingly complicated Dot Record Club requirements. Welk retains supervision over all these areas in his new capacity.

Welk is a graduate of Loyola University of Los Angeles with a degree in Industrial Relations. He is currently active in the Air Force Reserve and was recently cited by the North American Defense Chief of Staff, Major General M.M. Magee, for his production of a NORAD benefit show to finance additional USO units in Vietnam (see photo above).



NEW YORK - A whole window of Sam Goody's celebrated record shop is devoted to the Dot album of the score of "The Ten Commandments."



Back and front of the sleeve of the Dot Record album of the musical score of "The Last of the Secret Agents?" The very popular Pete King did the score.



Paramount's pair of successful music subsidiaries, Famous Music Corporation and Paramount Music Corporation, participated in the musicalization of "The Last of the Secret Agents?" As shown above, Famous Music has the first two numbers illustrated and Paramount Music has the third.

NEW YORK - "The Nurses," ABC-TV's weekday serialized drama, has been renewed for a third cycle of 13 weeks. The popular program, which stars Mary Fickett, is seen 5-days-a-week.

"The Nurses" co-stars Melinda Plank, Arthur Franz, Carol Gainer and Nicholas Pryor as regulars in the continuing story of the inner workings and people of Alden General Hospital.

"The Nurses" is produced by Doris Quinlan for Herbert Brodtkin's Plautus Productions, a subsidiary of Paramount Pictures Corporation.

BERLIN - Two examples from the showmanship campaign for "The Sons of Katie Elder" at the Zoo-Palast here. At left is a showcase in the theatre itself. Other example is at the "Zoo" railway station, Berlin's largest.



U B A H N

S B A H N



BERLIN - Impressive, compelling front to the Film-Bühne Wien for Sophia Loren in "Judith."

DAS ANSTEIGEN DES WELTINTERESSES AN "BRENNT PARIS?"

Es bestehen nun keinerlei Zweifel mehr, daß es sich bei "BRENNT PARIS?" um einen der besten Filme aller Zeiten handelt. Dieses hervorragende Werk ist bereits vor dem Anlaufen der größte Konkurrent unseres bisher unübertroffenen Filmes "DIE ZEHN GEBOTE" und die Anzahl derer, die schon jetzt zu einer Wette bereit sind, daß "BRENNT PARIS?" das große Biblische Werk überflügeln wird, ist groß. In dieser Ausgabe finden Sie die neuen Starttermine dieses Filmes, sowohl in Paris, als auch in den Vereinigten Staaten von Amerika. Weiterhin geben wir auch die Pläne, die wir für die Überwachung dieses großen Ereignisses gemacht haben, bekannt.

In unserer letzten Ausgabe hatten wir das große Vergnügen, Ihnen allen von Martin Davis' Aufstieg zum Vize-Präsidenten der Paramount Pictures Corporation und von seinem Posten als Assistent unseres Präsidenten George Weltner, zu berichten. Heute freuen wir uns in gleichem Maße, Ihnen mitzuteilen, daß Joseph Friedman, der zu dem Zeitpunkt, als Mr. Davis noch das Amt des Direktors für Presse- und Werbefragen innehielt, den Posten des Assistenten George Weltners' bekleidete, zum Vize-Präsidenten der Paramount Film Distribution Corporation ernannt wurde, und außerdem das frühere Amt von Mr. Davis übernommen hat. Mr. Friedman zählte zu den Teilnehmern an der Paramount International Convention, die im Januar dieses Jahres in Paris stattfand.

Da wir gerade von Convention sprechen, möchten wir Ihnen noch von der gelungenen Verkaufstagung aus Deutschland berichten, die Ende April stattfand. Eine zusätzliche Seite haben wir mit den Bildern von der Südamerika-Convention in Buenos Aires ausgestattet. Wie sie sehen, haben wir eine recht große Anzahl guter Neuigkeiten, die sicherlich die Paramounteers in aller Welt erfreuen werden.

Eine andere Seite dieser Ausgabe enthält ein sehr schönes Kompliment, das unsere Gesellschaft in Australien gemacht wurde. Wir haben es der international bekannten Theatervereinigung "Greater Union Organisation" zu verdanken, die ein herrliches neues Theater errichtet hat, und ihm nicht nur den Namen "The Paramount" verliehen, sondern



BERLIN - When the Zoo Palast announces a picture on its theatre-front -- as it has done here with "The Sons of Katie Elder" --- the only persons who don't know about it are those who stay underground day and night in the subway system.

ihm auch den Rang des Paramount-Erstaufführungshauses in der Stadt Sydney gegeben hat. Es ist ein schön gestaltetes und bequemes Theater, und sein Einweihungsprogramm "DER SPION DER AUS DER KÄLTE KAM" erntete großen Erfolg.

Jetzt verfügen wir über das Urteil über die große Anziehungskraft von Marty Allen und Steve Rossi als großartiges neues Komikerpaar. Eine Seite enthält Photos von ihrer Tournée durch ganz Amerika, und das Lob der gesamten Öffentlichkeit für ihre Darbietung in DIE "ALLERLETZTEN" GEHEIMAGENTEN? ist groß. Dieses Team gewinnt immer mehr an Beliebtheit, und das ist auch der Grund, warum unsere Produktion in Hollywood darauf brennt, unverzüglich einen neuen Film mit ihnen zu drehen.

"DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" übertrifft alles. Der mächtige Erfolg, der dieser Komödie in England zuteil geworden ist, ist eines der erfreulichen Ereignisse unserer Industrie, und es beweist uns wieder einmal, wie schön unsere Branche ist. Die Summen, die "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" nicht nur in London, sondern auch in anderen Gegenden Englands einspielt, sind gewaltig und machen uns fast ein wenig atemlos bei dem Gedanken an das kommende Jahr.

Aber das nächste Jahr bringt uns die Wiederkehr von "DIE ZEHN GEBOTE" auf dem internationalen Markt, und wenn wir bedenken, daß dieses überragende Cecil B. DeMille Werk in den USA und Kanada die Rekordzahlen der Erstaufführung gebrochen hat (bei niedrigeren Eintrittspreisen) müssen wir doch feststellen, daß das Jahr 1967 das bei Weitem größte Jahr in der Geschichte der Paramount werden wird.

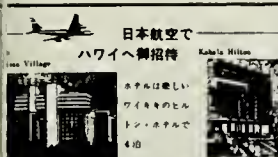
People who yearn for the good old days take it for granted they still would have indoor plumbing, electricity, and television.



John Wayne and an old and trusted friend are re-united in "Eldorado," a Western directed in the finest tradition by Howard Hawks, and co-starring the irrepressible Robert Mitchum. "Eldorado" is definitely in that exclusive bracket which holds "Gunfight At the OK Corral," "The Sons of Katie Elder" and "Nevada Smith."

AFTER READING, ON PAGE 9, OF THE ENTHUSIASM GENERATED AT THE BERLIN CONVENTION OF THE GERMAN PARAMOUNTEERS, ONE CAN WELL IMAGINE THE RESULTS THEY ARE GOING TO PRODUCE FROM "NEVADA SMITH," "IS PARIS BURNING?", "ASSAULT ON A QUEEN," "THIS PROPERTY IS CONDEMNED," Etc.

SHOWMANSHIP



INVITATION TO HAWAII BY JAPAN AIR LINES FOUR DAYS AT THE HILTON HOTEL WAIKIKI BEACH

Competition Conditions

Answer the two questions on the next page.
Tear off the entry form and post.
If more than one entry is correct the winner will be picked by lottery from all correct entries received by 10th August 1966.

One winner only

The winner will receive two economy class return tickets Tokyo to Honolulu.
Accommodation for ten people for four days at the Hilton Hotel on Waikiki Beach.

CLOSING DATE July 31st, 1966.

An application form can be obtained from the Sorensen Programmes sold at all theatres or by sending a Postcard to Paramount Pictures.
(Asahi Shinbun Bldg. 3, 2chome, Yurakucho, Chiyoda-ku, Tokyo.)

日本航空でハワイへ招待 Invitation to Hawaii by Japan Air Lines 「ハワイアン・パラダイス」クイズ応募用紙

問 題 a. 映画の中でプレスリーが訪れるハワイの島の名称を二つあげて下さい。
Question a. Name all the Hawaiian Islands visited by Elvis Presley in scenes in the movie Paradise Hawaiian Style.

解 答 a. _____

問 題 b. プレスリーがヘリコプターで運んだ特異なお客さんは何人でしょうか。
Question b. What special guests did Elvis Presley carry by helicopter in the movie Paradise Hawaiian Style.

解 答 b. _____

氏名・年齢 _____

住 所 _____

Address _____

三ノ宮地区自治会館

〒100 東京都千代田区千代田
三ノ宮地区自治会館

昭和41年7月31日

TOKYO - All four pages of the special contest circular inserted in the colored souvenir book on "Paradise, Hawaiian Style," which was available to all patrons attending the world premiere of the Hal Wallis-Elvis Presley musical romance at the Tokyo Gekijo, Shinjuku Piccadilly and Shibuya Tokyu. This contest was an extremely popular and practical one between Japan Air Lines and Paramount, and to date has attracted a most heartening number of entries.

Barry Cherin has joined the staff of Paramount's field advertising and publicity department, working out of N.Y. home office, it was announced by Bernard M. Serlin, field advertising and publicity manager.

Cherin resigned from the American International Pictures publicity department to accept his Paramount post, and was previously with MGM in various publicity and showmanship posts. He is a graduate of the University of Miami.



PHOENIX, Ariz.-
Front of the Paramount during run of
"Ten Commandments."



CANNES, France - Two views of the massive showmanship assembled at the Cannes Airport for the arrival of Michael Caine from London to attend the official showing of "Alfie" and other Film Festival activities.



KUALA LUMPUR, Malaysia -- "Boeing Boeing" was considered in advance a really big comedy, big enough for the Pavilion Cinema to erect, in the public square in front of the theatre this 60-ft. high replica of the Eiffel Tower, which was electrically illuminated at night. It was built of steel and erected two weeks in advance of the opening of the Hal Wallis comedy.



BANGKOK - Men attired as skeletons walking the streets of this Thailand capital in the interests of the Paramount Theatre's presentation of "The Skull." The stunt attracted tremendous attention, from the public as well as the Bangkok press.

A major music promotion for Hal Wallis' "Paradise, Hawaiian Style" has been set with RCA Victor Records, which will release Elvis Presley's new album of songs from the Paramount comedy-with-music.

RCA's albums from the Wallis-Presley films have been among the record company's biggest best-sellers, and a repeat success is expected with "Paradise, Hawaiian Style," which features such numbers as the title song, "House of Sand," "Drums of the Islands," "You Scratch My Back" and "Stop Where You Are."

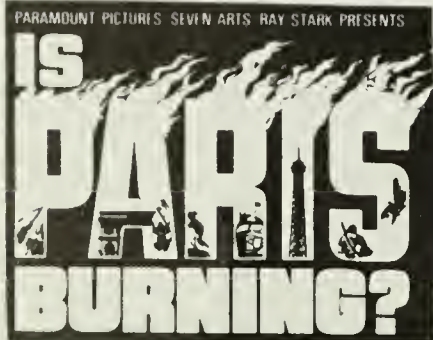


RIO DE JANEIRO - Notables at the cocktail party offered by Harry Stone (MPEAA representative in Brazil) in honor of the visit of Paramount executives James E. Perkins and Henry B. Gordon, following the Latin American convention in Buenos Aires. From left: Mr. Gordon; Paramount's general manager in Brazil, Adhemar Leite Cesar; Mr. Perkins; Dr. Beca de Castro, head of the renowned Castro Cinema Circuit.

PARAMOUNT PICTURES SEVEN ARTS RAY STARK PRESENTS

IS PARIS BURNING?

Destined
to be a
Success
by
DAY
and a
Success
by
NIGHT



ASCENDENTE INTERESSE MUNDIAL EM TÔRNO DE "PARIS ESTÁ EM CHAMAS?"

Longe de qualquer dúvida possível, temos em PARIS ESTÁ EM CHAMAS? um dos maiores filmes de todos os tempos. Esta tremenda produção cinematográfica é a nossa mais próxima rival (mesmo antes de ser lançada) da valiosa produção OS DEZ MANDAMENTOS, e já existem muitas pessoas preparadas para apostar que ela eclipsará os maciços recordes de bilheteria, registrados pelo grande filme bíblico. Há uma nova informação neste número, a respeito das datas fixadas para a estreia de PARIS ESTÁ EM CHAMAS?, em Paris e cidades dos Estados Unidos, assim como detalhes dos planos a serem cumpridos nessa memorável ocasião.

No mês passado, tivemos o prazer de anunciar a promoção de Martin Davis ao posto de vice-presidente da Paramount Pictures Corporation e sua designação para o cargo de assistente-executivo do Presidente George Weltner. Este mês, estamos publicando a notícia igualmente grata de que Joseph Friedman, que foi assistente-executivo do Sr. Davis, quando ele se era diretor de propaganda e relações públicas, acaba de sucedê-lo como vice-presidente da Paramount Film Distributing Corporation, e assumindo as funções de diretor de propaganda e relações públicas. O Sr. Friedman foi um dos compo-

N
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edy

....enjoyed a sizzling gross in its first four days at the Majestic Theatre in Houston, Texas. Registering one of the best openings in recent years at the house, the Technicolor adventure grossed more in its first four days than many films in a full week.

The Houston engagement was backed by a big radio and television saturation campaign, and also included a visit by star-producer-director Cornel Wilde for interviews and personal appearances.

nentes da Convenção Internacional da Paramount, realizada em Paris, em janeiro último.

E por falar em convenções, divulgamos agora uma feliz reportagem a respeito da Convenção da Alemanha, em fins de abril, assim como uma página adicional, de fotografias da Convenção Latino-Americana, em Buenos Aires. Temos positivamente uma porção de ótimas notícias para divulgar, fato este que por certo tornará muito felizes os paramounteses do mundo inteiro.

L A U G H S
L A U G H S
L A U G H S
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L A U G H S
L A U G H S



PARIS - Crowds throng the Moulin Rouge Cinema to laugh and laugh and laugh at the comic complexities of Jerry Lewis, Tony Curtis, Dany Saval, Suzanna Leigh, Christiane Schmidtmer and Thelma Ritter in "Boeing Boeing." Comedy played day-and-date at the Paramount, Miramar and Elysees also.

Outras de nossas páginas divulgam uma significativa homenagem prestada à nossa companhia, na Austrália. Trata-se da iniciativa do mundialmente conhecido circuito cinematográfico, Greater Union Organization, construindo um majestoso cinema que não só terá o nome da Paramount, como também será o lançador, em primeira mão, dos filmes da Paramount em Sidney. É um confortável e moderníssimo cinema, e o seu filme de estreia, O ESPIÃO QUE SAIU DO FRIO obteve um sucesso grandioso.

Temos agora a comprovação da grande atração popular de Marty Allen e Steve Rossi como sendo a nova dupla cômica da tela. Publicamos nesta edição uma página com clichês de sua assombrosa excursão de aparições pessoais através do país, o que dá bem uma idéia de como o público vai recebê-los em DOIS ESPIÕES COM UM GUARDA-CHUVA. A dupla certamente atingiu ao mais elevado grau de popularidade, o que já inspirou às nossas forças produtoras, de Hollywood, a fazer sem demora uma nova comédia com os dois.

COMO CONQUISTAR AS MULHERES (ALFIE) é um fenômeno. O fantástico sucesso britânico desta comédia é algo como só muito raramente se verifica em nossa indústria, e mostra-nos mais uma vez o quanto excitante é o ramo onde exercemos nossas atividades. As rendas obtidas por ALFIE não apenas em Londres, mas em várias outras cidades da Inglaterra, vão muito além dos superlativos máximos da indústria cinematográfica, e deixam-nos um pouco sem ar quando pensamos no próximo ano.

Porque o próximo ano é, também, o ano da volta de OS DEZ MANDAMENTOS no mercado internacional. E quando vemos o espetáculo, nos Estados Unidos e Canadá, da grande obra de Cecil B. DeMille superar todos os recordes registrados em sua apresentação original (agora os preços são normais), não podemos deixar de ter em mente que 1967 será muitas vezes mais o maior ano da História da Paramount.

W I N D O W O N T H E W O R L D



HOLLYWOOD - Here's more fun - much more - than the proverbial barrel of monkeys. Here are five comics who are tops in any funmaking medium. They are gathered at a Paramount studio party to honor one of their number, Sid Caesar, as he rounded out twenty years in show business and commenced work on William Castle's spook-saga, "The Spirit Is Willing," which is a Paramount release.

This conclave of comics, reading from left, comprises Doodles Weaver, Sid Caesar, Dick Van Dyke, Carl Reiner and comedy writer Joe Stein.

This Tunnel Log is featured in the intriguing Paramount short, "Trail Ride."

Thanks from the Fighting Forces

The following letter from a United States serviceman in the fighting zone was received by Mike Berman, picture 'chief' in the Paramount Home Office 'stills' department:

16 May 1966

Dear Sir:

Recently I wrote to you in request of pin-up photos for my shipmates and I. Not only was your response sooner than we expected, but also more than we expected. I cannot express in words the gratitude of my shipmates and I.

In a time such as this when the serviceman is the subject of public demonstrations because he is doing his duty to his country, we sometimes get quite distressed. People such as you and the entire Paramount Corporation who contribute to our moral support in any way, shape or form restore our faith in humanity.

For doing as you have done we thank you deeply.

As for the pictures, we are especially thankful for those of Carroll Baker who is "tops" in our book. We also thank you for the picture of Ann-Margret.....it has been placed where everyone can see it.

Once again, I thank you.

Michael A. Kestler
FN 775-16-10
USS Amphion AR-13
R-1 Division
FPO New York, N.Y.



CANNES, France - A colorful piece of showmanship included in the presentation of "Alfie" at the Film Festival was a room in

which there were life-size photos of all of the stars listed in the panel alongside Michael Caine, the star of sexy "Alfie."



Maj. John Hathorn, (AFRes) gives the oath of enlistment to John II, now a basic airman at Lackland AFB, Texas.

Follows Dad

LOS ANGELES - World War II and the young-adult generation of 1966 met on May 13th in a symbolic ceremony at Los Angeles' Air Force Recruiting detachment headquarters. The event saw Air Force Reserve Major John L. Hathorn give the oath of enlistment to his son, John II.

The younger Hathorn is following in the footsteps (or more correctly, the airsteps) of his dad, who was a World War II B-26 pilot and has a total of 25 years in the Air Force and the Reserve. Newly-enlisted Airman Hathorn, now in training at Lackland AFB in Texas, was a student at Harbor College, San Pedro, Calif., prior to his enlistment.

Major Hathorn is the Public Relations and Information Officer for the reserve forces of Southern California. He is employed by Paramount Pictures in Hollywood as their Supervising Studio Librarian.

LATEST NEWS CONCERNING

36

TELEMETER

Springfield Television To Take Pay-TV License From Paramount Unit

Broadcasts Slated in Pittsburgh,
Washington, Worcester, Mass.,
If System Is Approved by FCC

By a WALL STREET JOURNAL Staff Reporter

SPRINGFIELD, Mass.—Springfield Television Broadcasting Co. has agreed to take a pay-TV license from a subsidiary of Paramount Pictures Corp., William L. Putnam, Springfield Television president, said.

Springfield Television operates four ultra-high-frequency TV stations and is building two more, Mr. Putnam said. Two of these stations would be used for the pay-TV broadcasts. Any pay-TV broadcasting, however, is contingent upon Paramount's receipt of approval for its system by the Federal Communications Commission, he stated.

If such approval is granted, Springfield Television will broadcast pay-TV programs from its UHF station in Worcester, Mass., and from a station the company is building in Pittsburgh, Pa., Mr. Putnam said. The company also will offer pay-TV in Washington, D.C., using a cable system, he added.

The Worcester station, which is on the air from 5 p.m. to midnight, would broadcast scrambled programs during most of these prime hours, Mr. Putnam said. Subscribers could receive the programs by putting money in an unscrambling device attached to their sets. The station would extend its broadcast period to include some free programs during other hours that could be received without the unscrambling device, he said. The Pittsburgh station similarly would broadcast both pay and free programs, he continued.

The Worcester station can be received in most of Massachusetts and Rhode Island, Mr. Putnam said, and the Pittsburgh station will cover much of Western Pennsylvania.

In Washington, the programs would be transmitted by cable to the subscriber's TV set without being broadcast over the air, he stated.

Mr. Putnam said "some sports programing" has been lined up for pay-TV broadcasting in Pittsburgh, and the company would use some movies in the Worcester area. He said the Paramount system Springfield Television would use can broadcast color programs, an advantage over some systems that have been tested.

Pay television has gained impetus from two developments last March. In one, the FCC, after 11 years of study, said the idea of pay-TV appears to be a good one and proposed rules that would cover its operations. The second was a ruling by the California supreme court that overturned a state law banning pay-TV.

The California law had forced one operator, Subscription Television, Inc., out of business and into court protection from creditors. Although the state is appealing the ruling to the U.S. Supreme Court, Subscription Television currently is trying to work out a plan to resume operations.

The FCC's appraisal of subscription television was based in part on a study of the nation's only operating pay-television station, an experiment being conducted in Hartford, Conn., jointly by Zenith Radio Corp. and RKO General Inc., a subsidiary of General Tire & Rubber Co. Since the California state court's decision, Kaiser Broadcasting Corp., a subsidiary of Kaiser Industries Corp., has announced plans to enter the pay-television business as operator of Zenith's Los Angeles franchise.

News concerning the latest developments by International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, as released, below, on June 6th, and as reported, at left, by the Wall Street Journal the following morning.

SPRINGFIELD, MASS. -- Capital Communications Corporation, a wholly-owned subsidiary of Springfield Television Broadcasting Corporation, has entered into a franchise agreement with International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, for exclusive rights to the Telemeter system of subscription television in Worcester, Mass., encompassing the Boston-Worcester-Providence areas, Pittsburgh, Pa., and Washington, D.C., it was announced by William L. Putnam, chairman of the board of Capital Communications Corporation, and Leslie Winik, president of International Telemeter Corporation.

The franchise agreements are subject to action by the Federal Communications Commission in adopting rules to authorize television stations to transmit programs paid for on a subscription basis. The Commission on March 24 announced its Notice of Rule Making (Docket 11279) to amend existing rules and regulations governing radio broadcast services to provide for subscription television, both over-the-air and by closed-circuit.

If approved by the FCC, Capital Communications Corporation will operate Telemeter's over-the-air subscription TV system on Station WJZB, Channel 14, owned by Springfield Television Broadcasting Corporation in Worcester, Mass., and on Station WENS, Channel 22, to be constructed by Springfield Television Broadcasting Corporation in Pittsburgh, Mr. Putnam said.

Telemeter in Washington, D.C. will be operated by Capital Communications Corporation via closed-circuit broadcasting, employing Telemeter's three-channel system, which underwent a five year test in Toronto, Canada, between 1960 and 1965.

Mr. Putnam noted that the Washington franchise will encompass all of the Metropolitan area of the District of Columbia, including Maryland and Virginia suburbs. He added that the area of primary interest initially would comprise the northwest section of the nation's capital city from Rock Creek westward, extending to the southwest redevelopment area and to the northern Virginia suburbs.

Mr. Putnam declared that "Subscription Television can be a real source of added service to the public, especially in areas where new channels will be opening up in the next few years."

Mr. Winik stated that the franchises granted to Capital Communications Corporation are the first in the United States for Telemeter's over-the-air system of subscription television, which has undergone field testing on Telemeter's experimental UHF station, KM2XOG, Channel 83, in Los Angeles since 1961. These three new franchises bring to seven the number of franchises in principal cities now licensed by Telemeter. Others, previously announced, are for cable systems in Miami, Fla., Atlanta, Ga., Dallas, Texas, and Houston, Texas.

HEAD OFFICE NEWS

(Continued from Page 22)

NEW YORK STATE JUNIOR GIRLS CHAMPIONSHIP PIN-O-RAMA BOWLING LANES UTICA, N.Y. MAY 28-29, 1966						
NAME	COUNTY	FIRST 3-GAMES	SECOND 3-GAMES	THIRD 3-GAMES	TOTAL PINS	AVERAGE
JOAN GUILFOYLE	QUEENS	579	576	605	1760	195
LYNDA LERCH	TRI-COUNTY	505	594	504	1603	178
KATHLEEN STASIAK	RICHMOND	534	519	393	1448	161
ANNESSE DUNLEAVY	BROOKLYN	547	507	536	1590	176
MARILYN GRANT	NORTHWESTERN	537	493	453	1483	165
LINDA WESTLAKE	SOUTH CENTRAL	487	530	479	1496	166
DIANE ORTOLANO	WESTERN N.Y.	533	483	560	1576	175
BELLY SMITH	ST. LAWRENCE VALLEY	461	551	459	1471	163
KATHY BROWN	EAST CENTRAL	513	480	433	1426	158
PEGGY FAHY	CENTRAL	533	460	539	1532	170
PATRICIA GALLEGER	NASSAU	511	480	448	1439	160
PATRICIA CLAIR	SUFFOLK	506	483	488	1477	164
NOREEN NARDACCI	CAPITAL DIST.	516	427	483	1426	158
YVONNE CHEEK	BROX	470	459	475	1404	156
VICKI ANN FRENCH	SOUTHWESTERN	482	443	413	1338	148
SUSAN WHEELER	TOMPKINS-CORTLAND	421	501	418	1340	149
PATRICIA SARKOWICZ	MANHATTAN	481	441	442	1364	151
JAN ELLEN LAPLANTE	ADIRONDACK	473	446	466	1385	154
RUTH SROCK	NIAGARA	426	443	475	1344	149
KAREN SHIPMAN	FINGER LAKES	428	429	482	1339	149
PAULA L'HULLIER	MONROVIA VALLEY	388	452	414	1254	139
SHERY MC CARTHY	ROCHESTER	396	443	418	1257	139
CAROL COLPITTS	SOUTHEASTERN	395	433	421	1249	139
DEBORAH EASTON	ONEIDA	450	372	422	1244	138
VALERIE STOWELL	OSWEGO	433	356	367	1156	128
M. TARRANTO	HUDSON VALLEY	317	376	306	999	111

NEW YORK - Last month we carried a photograph of Joan Guilfoyle, the talented daughter of Paramount International's Bob and Vera Guilfoyle, plus an account of her bowling prowess, and a sign-off notification of the fact that she was heading for Utica, New York, in a bid to win the New York State Championship. Well, she went -- and she won! Above is a score tabulation, which shows that Joan not only won, but by a wide and wonderful margin!

Bowling News

The Bowling Club tried an innovation this season, splitting the season in halves in an attempt to keep the championship undecided until the final night. The ELVIS PRESLEY team won the first half, by 1½ points over STEVE MCQUEEN. PRESLEY tried to make it a sweep and kill the idea altogether but TONY CURTIS edged them out by one point on the final session of the second half. But Capt. Harriet Krausz and her PRESLEYITES were not to be denied and just about swept CURTIS off the lanes to take the championship. Harriet saved her best bowling of the season for the playoff games and was the outstanding bowler in the match.

Individual leaders included: Marilyn Bettinger who had 151 average, 204 game and 547 threesome to capture all three titles and in the special Spare-Shooting contest, not open to Marilyn, three gals tied with a high of 7 spares in a single game, Grace Ganguzza, Eleanor Rizzo and Rosalie Signorelli. Eleanor also won the Most Improved Bowler Award. McKeown's 160

average topped Ed Lester by 1 pin, while Ed's 225 game beat out Dr. Marshaw's 219 game. Doc was also second in high series, 562 to McKeown's 565.

ELVIS PRESLEY TEAM - Season Champs. Capt. Harriet Krausz, Bette Baumann, Rhoda Shulman, John Rubinich, Gino Campagnola.

TONY CURTIS - 2nd. Half Champs. Capt. Grace Ganguzza, Alice Zanit, Herman Arsham, John Kelley, Ed Lester.

- Bob McKeown

Nice to see Paramount International legal head, George Hoff, back after a combined business and vacation trip which took him to several spots in Southern Europe and the Middle East.... On the authority of Motion Picture Daily, Peter Silbermann, a member of home office advertising-publicity staff, is engaged to Joan Ellen Kranz of New York, and that an August wedding is planned.



This punchy poster for "Assault On A Queen" conveys a whole of a lot of the thrills of this entertainment humdinger. (And for the benefit of those unfamiliar with 'heist,' it is pretty much the same as 'hijack' - only more so.)

We will have a grand long service story about some Paramounteers of Houston, Texas, in next month's issue. Story reached us just as this issue was going to press, and so we can do it much more justice next month.



LOS ANGELES - "Hello 'Dere" say the staff of Lennen & Newell, Los Angeles to Marty Allen and Steve Rossi. The stars stopped at L&N's Sunset Boulevard office to give Paramount's ad agency family a chance to say "hello". (As in "hello 'dere"). With Marty and Steve, left to right are (back row) Joe Lieb, Vickie Bell, Stan Colberson, Dennis Shanahan. (Front row, l to r) Jack Daly, Min Spears, Linda Lopez, Marilyn Duchow, Louise Hancock, Steve, Pat Hinchman, Eleanor Buxton, Marty, Jan Wilkerson, Joe Tobin and Ed Simmons.

Wonderful Los Angeles Tribute to Allen and Rossi

In an unprecedented city-wide tribute, four key theatre chains in the Los Angeles area, a total of 100 theatres, saluted the movie debut of Marty Allen and Steve Rossi by running the full production trailer for "The Last of the Secret Agents?"

Fox West Coast Theatres, Pacific Theatres, State Wide Theatres and United Artists started screening the trailer in theatres all over town for one week prior to the multiple opening of the film in the Los Angeles area on May 24th.

This cooperation from the exhibitors to Paramount includes a majority of theatres that were not booked with the film. Tag line of the trailer stated: "Coming To A Theatre In Your Neighborhood Soon."

The entire wonderful promotion stemmed from a reasoned appeal by the studio's advertising and publicity head, Bob Goodfried, in a letter directly to the heads of the circuits. Spontaneous acceptances resulted.

JACKSONVILLE

"The Ten Commandments" has opened in Miami and we are quite happy over the grosses. After working along with Mr. Fred W. Mathis for over eleven years, I can say he has always managed to negotiate top playing time in Miami.

We are awaiting the openings with great enthusiasm of "Naked Prey" 6/2/66, "Shane" 'mult D.I.'s' 6/8/66, "Nevada Smith" 6/10/66 and that adventurous family picture, "Night of the Grizzly" 6/30/66. All of these, needless to say, in the Gold Coast area - Miami.

All exhibitors and theatre owners are back at their desks, from what I hear was a very exciting theatres-owners convention in Grand Bahama, B.W.I.

Vacation time is here again. We welcome all Paramounteers to visit our great state of Florida.

- Cecilia Weeks

Epochal Japanese Showmanship



The Japanese showmanship campaign on "Red Line 7000" was inspiring as an undertaking and highly successful as an accomplishment. We go back to it for a moment to illustrate above what appears to us as a Japanese 'first.' This is not a regular drive-in, but is an application of the drive-in principle arranged by Paramount in conjunction with the Van Jacket & Teijin organization, and held at the Restaurant Azabu. A total of 50 couples attended in their cars, and selected scenes of "Red Line 7000," complete with superimposed Japanese titles, were shown. The novelty and timeliness of the showmanship secured very important newspaper space, as was revealed in the clippings sent to New York, and subsequently to the Studio.

This most attractive advertisement for Elvis Presley's "Paradise, Hawaiian Style" is typical of the appeal of the Japanese advertising campaign for the Hal Wallis production.

The highly successful engagement of this picture last month in Tokyo, Yokohama and other cities of Japan constituted a world premiere for "Paradise, Hawaiian Style," and the degree of popularity accorded the film augurs well for its success world-wide.



SPECTACULAR ONE-SHEET Japanese poster for "Paradise, Hawaiian Style," was done in all of the rainbow-hued colors to be found in that Paradise called Hawaii.

「ブルーハワイ」より美しく楽しい
66年プレスリーの
ハワイの
大饗宴!!

（総天然色）
エルビス・プレスリー
スザンナ・リリー
ジェイムス・スミス
（主役）
（全10巻）
マイケル・ムーア監督

PARADISE, HAWAIIAN STYLE

23日より
絶賛
前売中

全世界最初の特別大ロードショー公開!!

東 浅草大勝館 (941) 3652-3
新宝大勝館 (841) 2420
新宝大勝館 (954) 2411-2
浅谷東急 (401) 7029

つる「パリは燃えているか？」への 全世界の興味

「パリは燃えているか？」は疑問の余地なく、いかなる時代を通じてとも真に偉大な映画の一つに数えられる。この巨篇は、（公開以前から）はかりしれない価値を有する「十戒」の一番近いライバルであり、この映画が「十戒」の偉大な記録を凌駕すると請合う者も大ぜいいる。本号には、この映画のバリ及びアメリカ各地での訂正された封切日が、この一大行事を見学する計画の詳細ともに発表されている。

先月、我々はマーチン・デービス氏のパラマウント・ピクチャーズ・コーポレーションの副社長の職への昇進とそれにとともにジョージ・ウェルトナー社長の補佐職からの辞任を報道する光栄をもった。今月は、デービス氏が宣伝・広告担当重役だった当時、彼の補佐をつとめていたジョセフ・フリードマン氏が、このほどパラマウント映画配給会社の副社長の職を継ぎ、宣伝・広告担当重役に就任したという喜ばしいニュースをお届けする。フリードマン氏は、去る一月パリで催されたパラマウントの国際会議に出席した。

今や我々は、マーティン・アレンとスチーブ・ロッシの新しい喜劇チームとしての人氣についての確証を握っている。二人の人氣は、本号に収められた圧倒的な成功の中で行われた二人の大陸横断の舞台挨拶旅行の中に示されているし、彼らの第一回作「秘密諜報員の最後」の一般の試写の反響も上々である。このコンビは、高度の人氣を探りあてたことにまちがいがなく、ハリウッドではこの人氣に刺戟されてさっそくその第二作の準備にかかっているらしいのである。



「アルフィー」は驚異的現象を起している。この喜劇のイギリスでの強力な成功は、稀にしか起らない出来事だし、我々がはたらく業界がいかに刺戟にとんだものであるかがあらためて感じさせられる。「アルフィー」がロンドンばかりでなく、イギリスの主要都市で記録しつつある興行収入は、映画界の最高の水準を越えるものである。

り、我々が来年のことを思うとき、聊か胸のトキメキを覚えざるを得ない。

なぜなら、来年は「十戒」が国際市場に帰還する年でもあるからだ。また、セシル・B・デミルの巨篇が、米・加で最初の公開のときに樹立した興行成績一しかも低料金で一を次々と打ち破る一大スペクタクルを目のあたりにするとき、我々は一九六七年がバ社史上最良の年の数倍すばらしい年であることを認識せざるを得ない。

TOKYO - Display at Sanai Dept. Store, and fans listening to "Paradise, Hawaiian Style" Elvis Presley records.

A ROUND-UP OF NEWS FROM AROUND THE WORLD

George Sidney to Direct "Half A Sixpence".....



Noted film-maker George Sidney (at left) will direct the Paramount motion picture adaptation of the hit Broadway and London stage musical, "Half A Sixpence."

Tommy Steele, England's young musical comedy star, who made his debut on Broadway in "Half A Sixpence," will recreate his role in the motion picture version, which will be filmed in color.

The thoroughly entertaining musical, based on H. G. Wells' novel, "Kipps," will be filmed on location in England, marking the first time that a major musical will be shot entirely in the British Isles.

Sidney, who recently produced and directed Paramount's "The Swinger," starring Ann-Margret, has brought to the screen such memorable musicals as "Show Boat," "Annie Get Your Gun," "Kiss Me Kate," "Pal Joey" and "Bye Bye Birdie."

Set in London at the turn of the century, "Half A Sixpence" is the story of a poor draper's assistant whose life is changed when he inherits a legacy of twelve hundred pounds (a fortune in those days) and moves into high society.

An orchid

to France's Henri Klarsfeld for the completeness and practical usefulness of his analytical reports on the value and potential of each individual Paramount picture.

His screening reports are really something!



MANILA, Philippines - During the run of the big Howard Hawks thriller at the Avenue and Capitol Theatres, Pepsi trucks all carried flags which made reasonably sure that the folks would drink Pepsi and see "Red Line 7000" -- or vice-versa.



LONDON - With the use of the main components of the new advertising art devised for Hal Wallis' "Boeing Boeing," the staunch and faithful Plaza Theatre has acquired quite a bit of a new look.



JANE FONDA, who recently received wide critical acclaim for her portrayal in "Cat Ballou," has been signed by Otto Preminger for a starring role in HURRY SUNDOWN, which is now before the cameras on location in the South. The Paramount release is based on the widely-read novel by K.B. Gilden and stars Michael Caine, Diahann Carroll, Burgess Meredith, Faye Dunaway, Roger Smith, Beah Richards, Robert Hooks and John Phillip Law. The picture is being produced and directed by Preminger in Panavision and color.



HOLLYWOOD - Studio and production head Howard W. Koch, right, and director Sydney Pollack with the plaque and medal with which Pollack was awarded, at the Mar del Plata (Arg.) Festival for his direction of "The Slender Thread." Two silver cups were also part of the award.

BRISBANE, Australia - This city's morning daily, The Courier-Mail, has aroused tremendous local interest in "Is Paris Burning?" by serialising the international best-seller every day on its leader page. And every installment is illustrated, along with the information that the motion picture based on the book and the historic event it recounts, will be distributed world-wide by Paramount.

Another Palm for "Paradise, Hawaiian Style"

Motion Picture Daily led off its power-plug for the Hal Wallis production in the following vein:

ELVIS PRESLEY, still a million dollar name by itself, is backed by the added allure of the magnificently colorful and scenic Hawaiian Islands in "Paradise, Hawaiian Style," a light romance with song, which is assured of success at least comparable to previous Presley hits - and he does keep hitting.

Hal Wallis, in producing his 10th Presley vehicle, has gone to the burgeoning tourist mecca of Hawaii to film this tale of poi and girl. The result is a color treat, a song-and-sarong-wrapped production well suited to Presley's innumerable fans.....

"This Property
Is
Commended!"



Our Paramount Trade Mark
Is One of the Most Vital and
Valuable Properties in the
Whole Entertainment World





QUEEN ELIZABETH

Paramount WORLD

Volume 12, Number 8

August, 1966



THE COVERED WAGON

MILESTONES



WHITE CHRISTMAS



THE TEN COMMANDMENTS



IS
PARIS
BURNING?

Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 8 August, 1966

WORLDWIDE HEAD OF TALENT & LITERARY DEPARTMENTS



JOYCE SELZNICK (above) joined Paramount Pictures Corporation on July 11th as executive in charge of the company's worldwide talent and literary departments, it was announced by Howard W. Koch, vice-president and studio and production head.

One of the most successful discoverers of talent in the entertainment field, Miss Selznick will be responsible for the development of talent and the acquisition of properties and packages in all areas of Paramount Pictures' activities.

"Miss Selznick's appointment is part of Paramount's expanding production program, of which an integral phase is discovering and developing a reservoir of acting and creative talent," Koch said. "Her distinguished record in this field makes Miss Selznick especially suited for this key executive post. We look forward to the implementation of many exciting projects."

In her new assignment, Miss

Robert Evans has been elected to the newly-created position of vice-president in charge of European production of Paramount Pictures Corporation, it was announced August 9 by President George Weltner.

Evans' appointment marks another important phase of Paramount's expanding production program on a world-wide basis and stresses the company's stepped-up activities in all areas of the entertainment business.

His European production activities will entail the initiation and supervision of the acquisition and packaging of new properties and the development of creative talent for motion pictures and related areas. He will be based in London and will maintain a close liaison with Howard W. Koch, Paramount vice-president and studio and production head, in Hollywood.

"With the appointment of Evans, we expect to maintain the closest possible link with the overseas filmmakers who are so important to the continuous growth of Paramount's world-wide production activities," Weltner said. "He will head a team of production executives that now includes Howard Harrison in London and Luigi Luraschi in Paris which will make Paramount a dominant force in international film production."

In joining Paramount, Evans has terminated his producer's agreement



ROBERT EVANS

with 20th Century-Fox, where he had been preparing the film version of the best-selling novel, "The Detective," in association with Mark Robson and Abby Mann, and "The Achilles Force," with director Sydney Pollack.

Evans, who is 36, is a former radio announcer, actor and business executive, having been a partner in the giant Evans-Picone, Inc.



Selznick will maintain offices both in New York and at Paramount Studio in Hollywood, and will also spend considerable time abroad.

Miss Selznick resigned in June as talent director at Columbia Pictures. During her sixteen years with the company, she functioned in many different areas to stimulate and encourage new young talent, including story development, packaging and music.

At Columbia and earlier as a personal manager, Miss Selznick was instrumental in discovering many outstanding film, television and recording personalities.

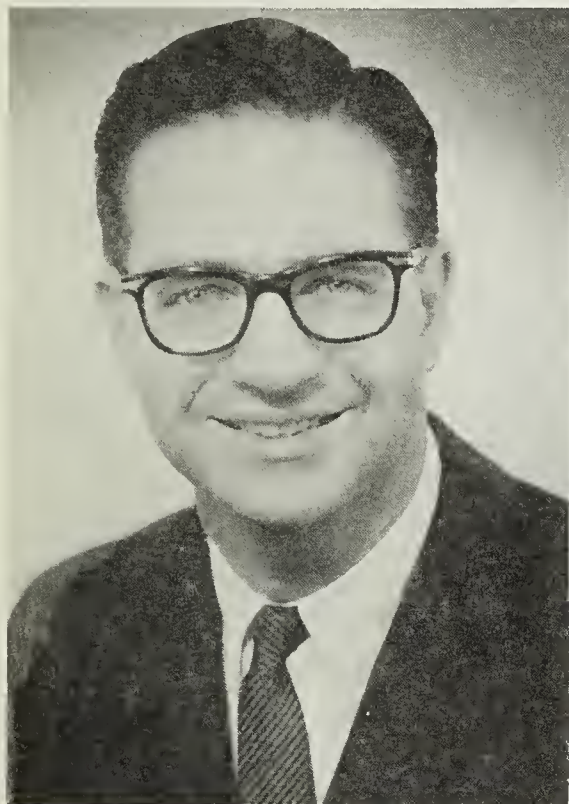
Hugo Montenegro, one of the most highly respected composer-arranger-conductors in the recording field, has been signed by Otto Preminger to create the musical score for "Hurry Sundown."

Montenegro, who composed the music for the TV series "Camp Runamuck" and "I Dream of Jeannie," also has written the title song for "Hurry Sundown," with Lyrics by Buddy Kaye.

"Hurry Sundown" marks the first motion picture assignment for the 40-year-old Montenegro.

ACCENTUATING

Elected to
Paramount Board
Of Directors



MARTIN DAVIS

Martin Davis has been elected to the board of directors of Paramount Pictures Corporation, it was announced by George Weltner, president, following a meeting of the board.

Davis, vice-president and executive assistant to the president, fills the vacancy created by the resignation of Edwin S. Steinmetz.

Stars of the

film who have been invited to attend the premiere of "Is Paris Burning?" at the Criterion Theatre on November 9th are:

Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack, Marie Versini, Skip Ward and Orson Welles.

THE POSITIVE

A Series of Simple, Factual
Statements Attesting to the
Truth of Our Company's Name
.....P A R A M O U N T

There's "Alfie," of course -- Dreamboat for the ladies, but Treasureship for Paramount. The giant successes scored in Britain are being added to by mountains of Australian dollars and cents (via the sensational seasons at the Sydney Paramount and the Melbourne Barclay), and by just as impressive mountains of Belgian francs from the house-packing engagement at the Pathe in Antwerp. The Australian weekly cables are terse but terrific success-classics which we are sure managing director Robert L. Graham must get a kick out of sending.

Then there's "Nevada Smith." We are reasonably sure that author Harold Robbins, when he wrote the character of 'Nevada' into "The Carpetbaggers," could not possibly have imagined how massively popular this character has turned out to be in Tokyo, Osaka, Kyoto and Kobe -- and not forgetting London. "Nevada Smith" has now been seen by virtually all Paramounteers throughout the world, and it can be safely said that what has so far registered in Japan and England, will be duplicated, and in some cases bettered, by all countries where rich, rough and rapid film adventure is a priceless commodity.

And then there is "The Ten Commandments," which is proving again and again that the physical and spiritual wealth that Cecil B. DeMille poured into this timeless film more than a decade ago, is a perennial, perpetual and permanent provider of a rich flow of revenue for Paramount. This has been proven conclusively in the U.S. and Canada during the past several months; is being proven today in London; and the rest of the world is eagerly waiting for the chance to contribute its proof.

Other recent Paramount pictures in a large number of places around the world are continuing to uphold the heading of our report. "Judith" is a particularly fine winner in Israel, Puerto Rico and the Philippines; the sensational success story of "The Spy Who Came In From The Cold" continues, with magnificent business reported from India, the suburban runs in Australia, Puerto Rico, India, Israel and Venezuela, to mention just a few.

More of the same next month....Much, much more!



LONDON - In this city, where entertainment queues are a time-honoured institution, the Plaza queues are renowned not only for their constancy, but for the fact that they extend North, South, East and West. Here are two slabs of a "Nevada Smith" queue. At top, the entrance to the Plaza is at the right. In the lower picture, it's at the left. So there are more than twice the number of patrons waiting for admission, than are shown here.

That's London show-business!



SYDNEY - The Australian Paramount-teers already are hot on the trail of records to be won with "Is Paris Burning?" and already have launched a heavy burst of showmanship. At this year's Movie Ball, their entry, here shown above, won the function's top prize for originality. The 'fort,' complete with sandbags, camouflage and tommy guns, was 'manned' by Paramount-teers Graham Hiscox, Berry Walsh, Keith Walsh and Norma Coffey.

PARAMOUNT PICTURES/SEVEN ARTS/RAY STARK PRESENTS

IS PARIS BURNING?

Release Coming
At The Gallop!

Milton Goldstein, Paramount International sales manager, who will be in charge of international sales of the mighty production, saw "Is Paris Burning?" in Paris during his recent world tour and cabled Paramount International president James E. Perkins in the following terms:

SCREENING OF "IS PARIS BURNING?" LEAVES ME WITHOUT PROPER WORDS TO EXPRESS THE THRILL WHICH I EXPERIENCED. FILM HAS EVERYTHING TO EXCITE AUDIENCES IN EACH AND EVERY PART OF THE WORLD. IT HAS ACTION, DRAMA, HEART AND TREMENDOUS SCOPE. IT IS NOT JUST A MOTION PICTURE BUT A GREAT EMOTIONAL EXPERIENCE WHICH WILL OBTAIN UNPRECEDENTED PUBLIC ACCLAIM AT BOX-OFFICES EVERYWHERE. AM CERTAIN OUR ORGANIZATION WILL MEET THIS GREAT CHALLENGE AND ESTABLISH "IS PARIS BURNING?" AS ONE OF THE MOST IMPORTANT AND SUCCESSFUL FILMS OF ALL TIME. REGARDS

- MILTON GOLDSTEIN

A Thrilling Score

Director René Clement and composer-conductor Maurice Jarre have arrived in London to supervise the recording of Jarre's musical score for "Is Paris Burning?" The score will be recorded at Shepparton Studios by a 100-piece orchestra, including a dozen pianos -- a unique combination of instruments for a motion picture.

Jarre, who won Academy Awards for his music for "Lawrence of Arabia" and "Doctor Zhivago," describes his score for "Is Paris Burning?" as a combination of the lilting melodies of Paris and passages performed by pianos, drums and tympani to underscore the sense of menace in the city during the German occupation.

In one of the biggest film music tie-ins of recent years, Columbia Records will release the original soundtrack album of Maurice Jarre's score for "Is Paris Burning?", which will be presented by Paramount Pictures in its first roadshow engagements in November.

Columbia will also release two single recordings, instrumental and vocal versions of the main theme from "Is Paris Burning?". Composer Jarre is a two-time Academy Award winner for his scores for "Doctor Zhivago" and "Lawrence of Arabia." Famous Music is publishing the score for the Paramount-Seven Arts-Ray Stark presentation.

Language Titles

BRENNT PARIS?	<u>Austria, Germany, Switzerland</u>
PARIS BRULE T-IL?	<u>Belgium, France</u>
BRAENDER PARIS?	<u>Denmark</u>
HAL TAHTAREK PARIS?	<u>Egypt</u>
HAIM PARIS BOERET?	<u>Israel</u>
BRANDT PARIJS?	<u>Holland</u>
PALAAKO PARIIS?	<u>Finland</u>
PARIGI BRUCIA?	<u>Italy</u>
BRENNER PARIS?	<u>Norway</u>
PARIS JA ESTA ARDER?	<u>Portugal, Brazil</u>
ARDE PARIS?	<u>Spain, Latin America</u>
BRINNER PARIS?	<u>Sweden</u>



(More news about the high success of "Nevada Smith" in Tokyo on Pages 3,10 and 33).

"Nevada Smith" Sets All-Time Record in Japan



OSAKA - Unique type of display for "Nevada Smith" in front of Umeda Toei Palace Gekijo. Made entirely from poster cut-outs.



OSAKA - On the opening day of "Nevada Smith" in the three cities of Osaka, Kyoto and Kobe, this loud-speaker equipped airplane flew for three hours over each city, giving the date, time and theatre of release of the big picture. The theatre in our photo is the Umeda Toei Palace Gekijo.



TOKYO - Kobunsha, publisher of the book on which "Nevada Smith" is based, has two buildings in Kanda. Both of them, as shown above, displayed huge vertical posters calling attention to the theatres showing the Paramount film version.

It is most evident, after perusing the showmanship album of the publicity and advertising lavished on the Tokyo public, that publicity-advertising manager T. Komaki and his fellow workers did a magnificent job of work.



TOKYO - Paramount officials chatting with the staffs of Milano Za during the run of "Nevada Smith." Left to right: Paramount general sales manager S. Hatano; Paramount publicity manager T. Komaki (back to camera); Milano Za manager K. Akita; Paramount general manager J.G. Binstock; and exhibition dept. manager of Shin Nihon Co. Ltd., C. Harada.



TOKYO - Super-high-level results on "Nevada Smith" here had high-level showmanship to thank for quite a bit of the success. Here are sections of the lobby displays of the Milano Za and (at top) the Pantheon.



One of the several attention-getting posters prepared by the Japanese showmanship department for "Nevada Smith." This is a one-sheeter, multicolored.

A typical advertisement in the thunderous campaign for "Nevada Smith." This one was in Sankei Shimbun of July 12, and measured 16 inches by 7 inches.



NEWS FROM THE BRANCHES



ASSAULT ON A QUEEN is an adventure thriller with many 'Queens.' One is of course that ocean-going beauty, the S. S. Queen Mary. Another is a blonde queen, Virna Lisi, shown here with co-star Frank Sinatra.

The grandmother was all aglow one Sunday because her grandchildren were coming for a week's visit with her. To express her delight she put five dollars into the offering plate.

The next Sunday her grandchildren had just left. She put in ten dollars!

NEW YORK

It is said that there are 8,000,000 stories in the big city. The first ten of them in the Paramount Building are being converted into modern offices. The Hotel Astor, across the street, now closed, will soon be demolished and an additional 40 stories will be added to the ever changing Times Square scene. However, neither demolition nor renovation is the story in the New York Branch. 'Inauguration' - is the word as our powerful, exciting, stream of summer product gets under way.

"Nevada Smith" opening in the keys 7/20 and set on R.K.O. 8/31.

"The Ten Commandments" on R.K.O. break 7/20 for 2 weeks.

"Assault on a Queen" and "Waco" set in the keys 8/3 and R.K.O. 9/14.

"This Property Is Condemned" set in the keys 8/17 and R.K.O. 10/19.

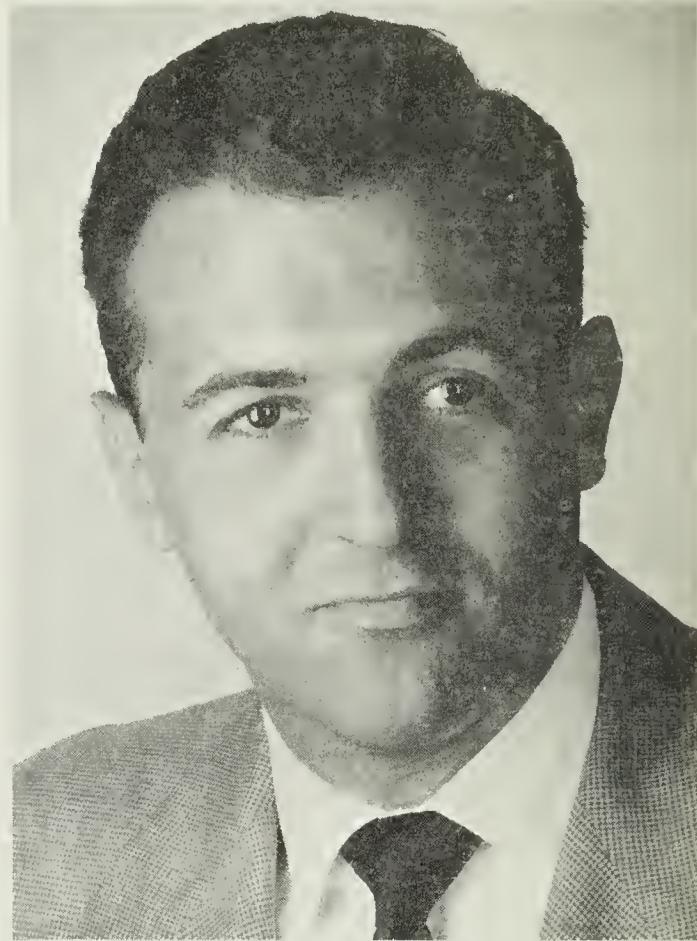
That not only inaugurates the summer but takes us well into the fall -- and then of course there's "Alfie," opening 8/24 for a run, which will write a new success story in motion picture history. That brings us to 1967 and 8,000,001.

NEW ORLEANS

June, July and August are "hot" months for Paramount product in the New Orleans area. We blasted off with "The Ten Commandments" followed by "Nevada Smith" and "This Property is Condemned".

Frances Griffen has returned from her vacation which, from all indications of her tan, must have been a very enjoyable one. Edgar Shinn, salesman, and yours truly have also had their vacations. Mr. Shinn went to Detroit to participate in the Coliseum Convention and I motored to Newport, Virginia to see my son, who had just returned from a tour of duty in Viet Nam, his wife and my grandson. Next vacationer will be Eddie Richard and Anna Power is to

(Continued on Page 18)

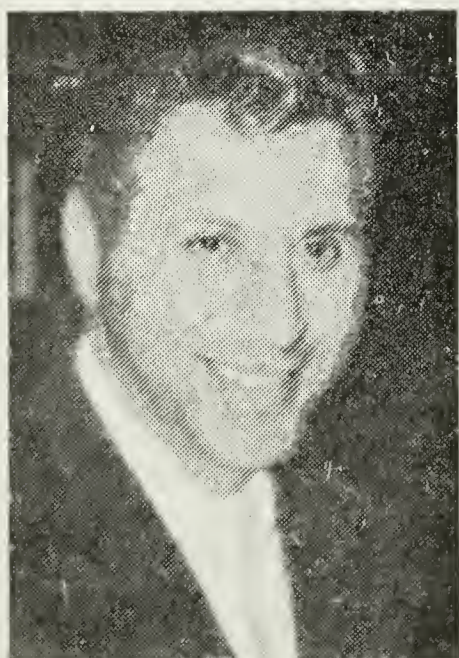


Phil Isaacs has been appointed U.S. and Canadian Sales Director for Special Attractions, it is announced by Paramount's General Sales Manager Charles Boasberg.

Working under Boasberg's supervision, Isaacs will direct sales and bookings for Paramount's roadshow attraction, "Is Paris Burning?", and the special release of "Bolshoi Ballet 67", with other major releases to be placed under his supervision later.

Isaacs joined the Paramount Home Office staff in January as Sales Manager for "The Ten Commandments." Previously with the International Telemeter Corporation, he has held various positions in the distribution department since 1946.

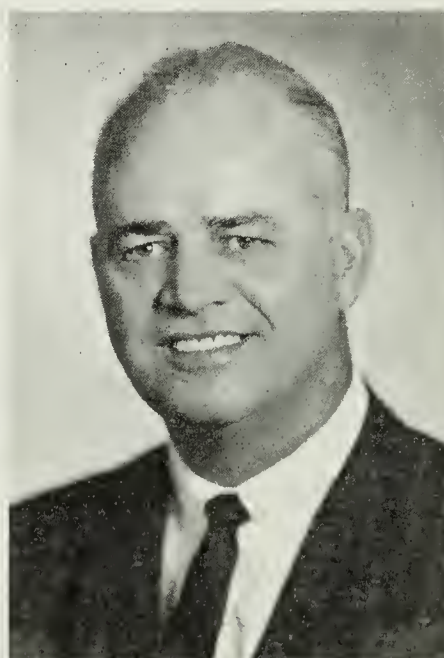
A Quartette of Merited U.S. Promotions



FRANK CARBONE



VERN FLETCHER



PAUL RICE



JOHN KANE

General sales manager Charles Boasberg has, with pleasure, announced the following promotions within the ranks of Paramount Film Distributing Corporation: Frank Carbone, former branch manager at Oklahoma City, has been named Denver branch manager. Vern Fletcher, former Denver branch

manager, has been named assistant branch manager at Dallas. Paul Rice, former branch manager at Indianapolis, is the new branch manager at Oklahoma City. John Kane, former salesman at Philadelphia, has been made branch manager at Indianapolis. These changes became effective July 18th, 1966.

“The Ten Commandments”

With many, many scores of engagements in the United States and Canada having proven that the new engagements of "The Ten Commandments" can provide equal - and in most cases, better - revenue results than did the original roadshow runs of almost a decade ago, interest in the mighty Cecil B. De Mille production, world-wide, is mounting to showmanship-fever pitch.

Evidence of this already has been found in the long-running engagement of the picture in London, and to an even greater degree in the tangible reactions gathered by Paramount International sales manager Milton Goldstein during his recent globe-encircling business tour.

Beyond all shadow of a doubt, "The Ten Commandments" remains Paramount's topmost heirloom, golden-good for ages to come!

U.S. and Canadian business has been magnificent and will contribute a major share in making 1966 a fine year for Paramount.

The recent engagement at 19 RKO Theatres throughout the Greater New York met-

(Continued 2nd col.)

MANILA, Philippines - During his recent visit here, Paramount International sales manager Milton Goldstein garnered a great deal of valuable newspaper space during his press interview, in behalf of the return of "The Ten Commandments."

As a result, Paramount manager A. S. Velasquez reports, the Galaxy Theatre in this city already has received a great many telephone calls as to when the great Cecil B. De Mille picture will be shown again.



LEFT

A nostalgic review of some of the thousands of inspiring and unforgettable scenes that made "The Ten Commandments" the greatest of all Paramount pictures, and a film achievement that brought great dignity to our industry.



LONDON - Impressive front of the Astoria Theatre during the enormously successful presentation of Cecil B. DeMille's "The Ten Commandments."

(cont. from col. 1) -ropolitan area represented the best opening for a Paramount picture in more than two years on the RKO circuit, and theatres playing day and date with the circuit reported comparably top business.

In London (as shown at top) the picture is a massive hit at the Astoria Theatre and was beginning the 7th week at latest report. Of particular significance was the big backlog of advance bookings, sure sign, in London, of a long-running attraction.

ผู้บริหารชั้นนำ บ. พาราเมาท์
ปีแรกที่ฉายในกรุงเทพฯ 7

by Milton Goldstein (MILTON GOLD-

STEIN) ผู้บริหาร -

บริษัทพาราเมาท์

พิกัด: กรุงเทพฯ

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BANGKOK, Thailand - Beginning of the Daily News interview here with Milton Goldstein, in which he spoke of the new release of "The Ten Commandments" in 1967.

MIGHTIER THAN EVER!



8

MELBOURNE, Australia - Paramount hosts greet their guests on arrival at the Barclay Theatre for the premiere of "Alfie." L to R: Bill Howard, Esquire Theatre; Paramount g.s.m. Jack Edwards; Mrs. Bill Howard; Robert L. Graham, Paramount managing director; Vivien Howard; Paramount's Victorian manager Wes Loney and Paramount's advertising and publicity manager Alan Wardrope.



ALFIE

"THE
MAGNIFICENT"

"Alfie" Records



Paramount's "Alfie" begins its American premiere engagement Aug. 24 at the Coronet and New Embassy Theatres in New York.

Michael Caine came to New York (from Louisiana location work on "Hurry Sundown"), for the premiere of "Alfie" - as we will picture for you in detail next issue.

CABLE

After

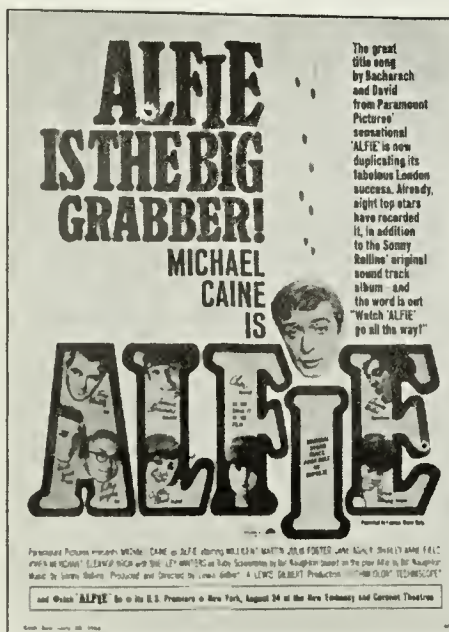
CABLE

After

CABLE

Even the cable companies love "Alfie," because the film has created wave after wave of cables to New York concerning the overseas successes being scored by the Michael Caine starrer. Australia has proven a worthy successor to Britain in the hit-film parade.

The U.S. records industry is literally ablaze with interest and excitement over the many popular discs inspired by Paramount's "Alfie." Above is a full-page advertisement in the July 30th issue of Billboard, one of the top two weeklies devoted to records.....



....and here is a full-page ad in the July 30th issue of Cash Box magazine, the other top record weekly.



ANTWERP, Belgium - "Alfie" is a sheer triumph at the Pathe Theatre here. Although in only the 3rd week when the above photo was made, the Michael Caine wonderfilm had completed its 5th week on August 5th and was continuing indefinitely.

"Amazing 3rd." "Record 2nd"

These were the summations in the box-office columns of The Film Weekly of Australia in reporting the accomplishments of "Alfie" in Sydney and Melbourne. The "Amazing 3rd." referred to what had happened at the Sydney Paramount at the start of the 4th week. The "Record 2nd." was the story at the start of the 3rd. week at the Melbourne Barclay.

"Alfie" has honorably earned the designation of super-successful in its engagements to date....and the reverberating boom continues.

When "Alfie" opened at the brand new Paramount in Sydney, the premiere week's take was regarded as a record. But there must have been a few vacant seats, because the 2nd week went away above the first week, and the third week hit a new mark over the second.

Meanwhile, the cables also started telling about the situation in Melbourne, where the Barclay Theatre also set a stack of records toppling.

As matters now stand, all of Australia is very conscious of "Alfie" -- largely because of the entertainment charm of the film itself, but also in no small part because of the wonderful campaign of showmanship that the Paramount publicists created for the launching of "Alfie."

It should also be noted that in Australia, the critics were 100% unanimous in praise of the film. There was not one single dissenting note. And more than one critic also took time out to give praise to the superlative showmanship campaign with which "Alfie" was launched.



INTERNATIONAL IDEA SESSION IN PARIS

STOCKPILING THE SHOWMANSHIP FUEL FOR "IS PARIS BURNING?"

Paramount advertising and publicity executives from the United States, Great Britain and nine European countries met in Paris on July 25th for a two-day marketing and merchandising seminar on "Is Paris Burning?"

International workshop meetings of this type are designed to implement the global promotional campaign for the Fall roadshow premieres of "Is Paris Burning?" based on the advertising, publicity and showmanship concepts developed in regional meetings in the United States, Great Britain, France, Italy, Germany, Spain, Belgium, Holland, Austria, Switzerland and Sweden.

Climaxing a year of extensive pre-release promotional activities by Paramount promotion specialists on a worldwide basis, the seminar marked the formal launching of the release phase of the company's massive, all-media campaign for "Is Paris Burning?"

Directing the meetings was Joseph Friedman, Paramount vice-president and director of advertising and public relations, together with Guenter Schack, advertising-publicity director of Paramount International; John Nelson-Sullivan, continental advertising-publicity director; and Hy Hollinger, director of special projects.

**"IS PARIS BURNING?", THE PICTURE
THE WORLD IS BURNING TO SEE**



Henri Michaud, Continental general manager and vice-president of Paramount International Films, opens the meeting in the Chaillot Room of the Hilton-Paris Hotel.



Co-authors of "Is Paris Burning?", Dominique Lapiere (at left) and Larry Collins, hold the showmanship portfolio assembled for the meeting. At left are Guenter Schack and Joseph Friedman; at right, Hy Hollinger.

RIGHT

Joe Friedman shows co-authors Larry Collins and Dominique Lapiere some of the highlights of the advertising campaign for "Is Paris Burning?"



The Delegates..

L to R: Odette Ferry (France), Hans Menasse (Austria), Ronnie Gerschtanowitz (Paris Publicity H.Q.), Jan van Leeuwen (Holland), Milton Goldstein (New York), Leslie Pound (Asst. Publicity mgr., London), Werner Rochau (Germany), Larry Collins (co-author, "Is Paris Burning?"), Edward Weckerle (Switzerland), Gerry Lewis (London), Walter Fuchs (Sweden), Michel Drachoussoff (Belgium), Dominique Lapiere (co-author), John Nelson-Sullivan (Paris), Vieri Niccoli (Italy), Jaime Arias (Spain).

Missing from picture: Joseph Friedman, Guenter Schack, Mario Natale (Publicity Counsellor for the picture in Italy) and Lindsey Jones (assistant to John Nelson-Sullivan).

A Unique Cover.....



FILM EVENTS IN THE FAR EAST

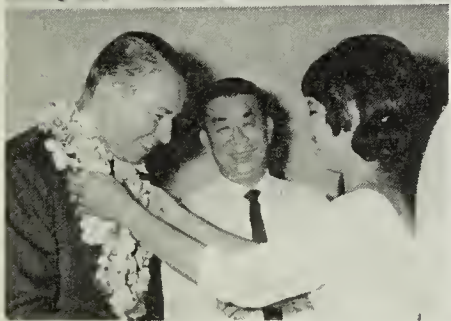
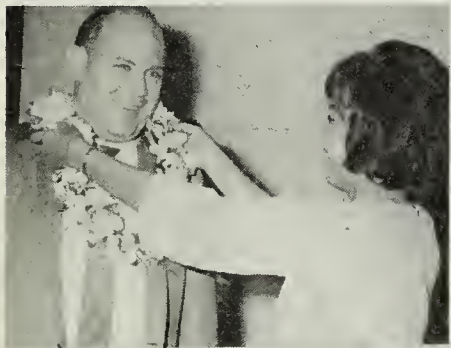


SINGAPORE - Scene at Singapore Airport as Paramount International sales manager Milton Goldstein and Far East division manager Svend A. Henriksen arrived. (This was an important stop on Mr. Goldstein's sales journey around the world). From left: Yeoh Guan Yew, circuit manager of Cathay Organisation; Yuan Kao, Paramount manager, Singapore; Mr. Henriksen; Miss Aita Sarawak, Cathay Keris film actress; Mr. Goldstein; Miss Rose Yatimah, Cathay Keris film actress and Mrs. Yuan Kao.

AT LEFT

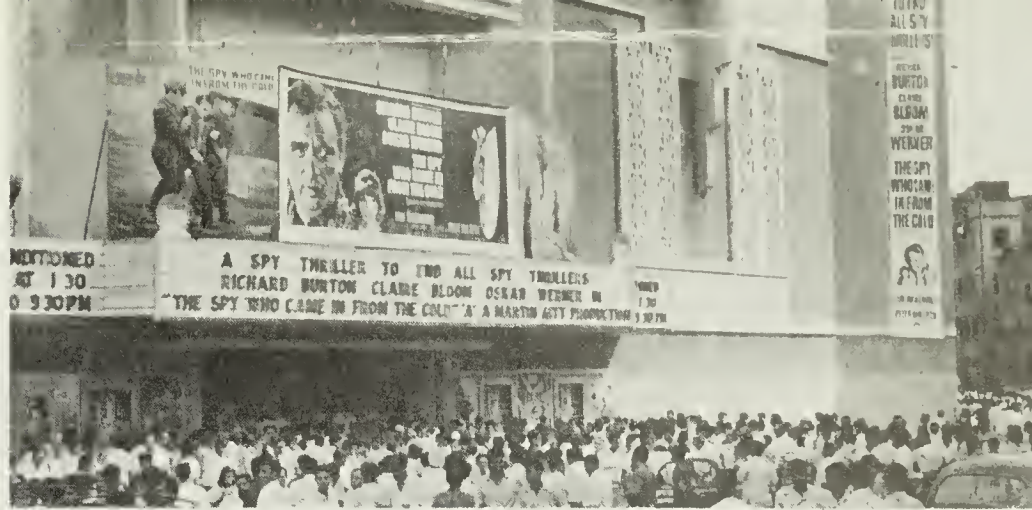
Milton Goldstein is garlanded by Miss Rose Yatimah, Cathay Keris film actress.

In the lower picture, Mr. Henriksen is garlanded by Miss Aita Sarawak, with Cathay circuit manager Yeoh Guan Yew looking on.

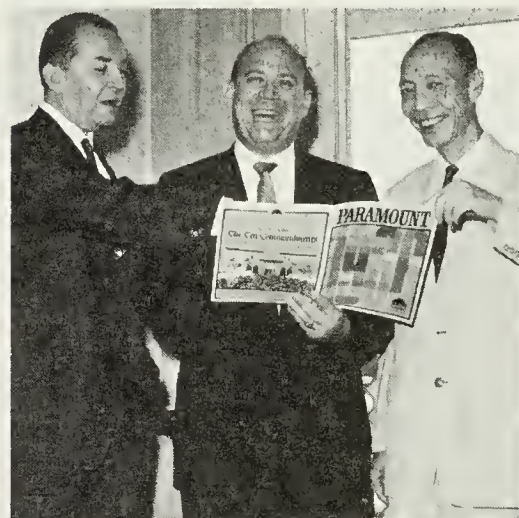


BELOW

BANGKOK - Front-of-house showmanship was but part of the excellent campaign given Elvis Presley and Hal Wallis' "Paradise, Hawaiian Style" by the always enterprising Paramount Theatre management here.



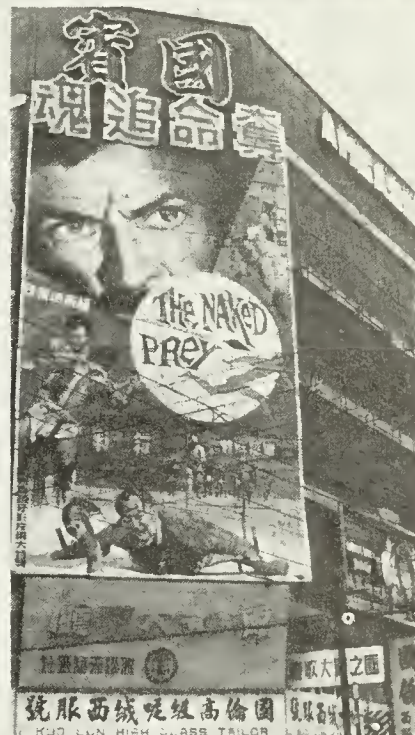
BOMBAY - According to the rapturous report of General Manager K.S.Vaidyanathan, "The Spy Who Came In From The Cold" had proven to be "a sizzling success" even through the end of the second week. Every sign then pointed to the fact that the New Empire Theatre had a long-time winner. Scene above is of the opening-day throng at the New Empire.



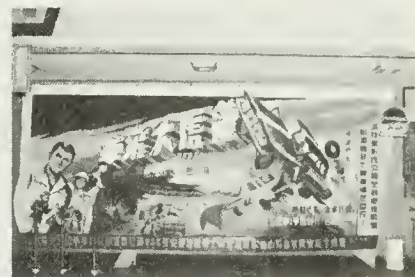
HONG KONG - Predictions of fine upcoming business are evident in this optimistic group, photographed in the Mandarin Hotel during the visit of Paramount International's sales manager, Milton Goldstein (centre). Far East division manager Svend Henriksen at left, Hong Kong manager H.S.Moh in the Hong Kong suit.

RIGHT

Exciting lobby display in Taipei's Ambassador Theatre for "Red Line 7000."



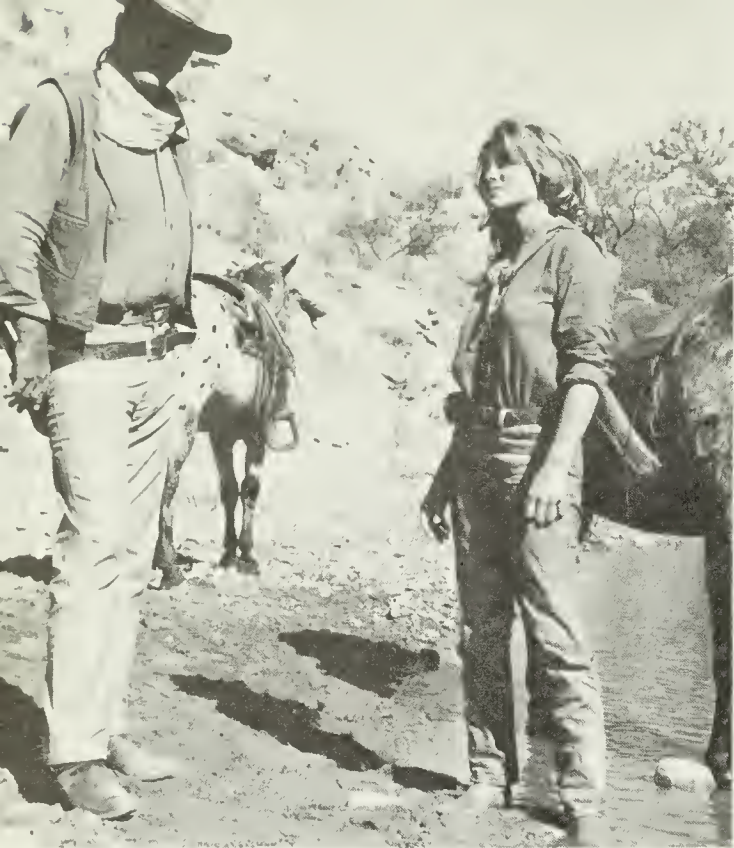
TAIPEI, Taiwan - For "The Naked Prey," the enterprising management of the Ambassador Theatre conceived and created this ambitious poster. It was a wonderful business stimulator.



Singapore Showmanship

There were two stage shows promoted by Cathay Organisation's Carl V. Kannappan in connection with the Cathay Theatre's presentation of "The Oscar." One was a fashion show in which a statuette was awarded for the best-designed dress; the other was a talent quest. Above are some pictorial results from the highly effective two-pronged showmanship. In the first picture, the statuette for the best-designed dress went to Miss Margaret Van Meel, who only recently was crowned Miss Singapore in a local beauty contest. Next photo is of one of the models in the fashion show (and please note the liberal credit to "The Oscar"). Young lady in the third picture is Marie Tang, who thrilled the audience with a lively number, and came out the talent winner. In the fourth picture, Miss Tang is with the second and third place winners. H.S.Ong, at right, was second, and Laurence Lim was third. The entire show was very popularly received by capacity audiences.

HOLLYWOOD HIGHLIGHTS

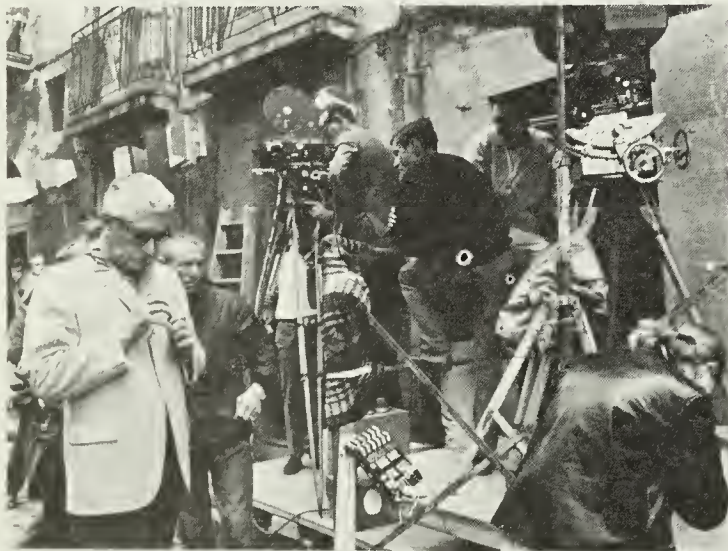


MICHAEL CAREY, making her motion picture debut with John Wayne (shown) and Robert Mitchum in Paramount's "Eldorado," is introduced to the readers of Esquire Magazine in a three-page pictorial essay in the August issue.

Two pages of the lay-out of photos by Don Ornitz are in full color. Esquire notes that Miss Carey "plans to have a great career," and comments that on the basis of the evidence she has shown to date "there seems to be no reason why she shouldn't."

Howard Hawks produced and directed "Eldorado," Technicolor outdoor adventure which is one of Paramount's major upcoming releases.

ON LOCATION IN SPAIN

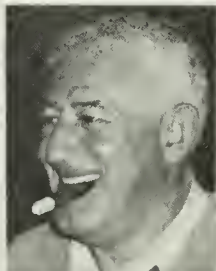


PAMPLONA, Spain -- Director Russell Rouse ("The Oscar") stages a portion of the Pamplona Fair bull run on an ancient narrow street near the cathedral for the Joseph E. Levine presentation, "The Caper of the Golden Bulls," co-starring Stephen Boyd and Giovanna Ralli. It is an Embassy-Paramount co-production to be released world-wide by Paramount except in the U.S. and Canada.

"The Busy Body" Castle's Next

"The Busy Body," a modern gangster spoof, has been set as producer-director William Castle's next motion picture production for Paramount. (He recently completed "The Spirit Is Willing"). The film, based on a novel by Donald Westlake, is scheduled to go into actual production early in October.

"The Busy Body," which is being written for the screen by Ben Starr, recounts the macabre and hilarious adventures of a neophyte gangster, a beautiful swindler, a strip teaser and a sentimental criminal, all of whom are trying to recover a body worth a fortune.



WILLIAM CASTLE



Shown here with star-of-the-film Michael Caine is Eva Renzi, beautiful young German actress, who has the female lead in "Funeral In Berlin."

Miss Renzi plays the glamorous undercover agent Samantha Steel, and was selected for the role by producers Harry Saltzman and Charles Kasher when Anjanette Comer was forced to withdraw from the film because of illness. Miss Renzi is 21 years old.

"Funeral In Berlin," film version of Len Deighton's best-selling novel, was directed by Guy Hamilton in color with Oscar Homolka also starred.



SID CAESAR registered so solidly in William Castle's spook-spoof, "The Spirit Is Willing," that the producer at once signed him for "The Busy Body." (Story at bottom of page)

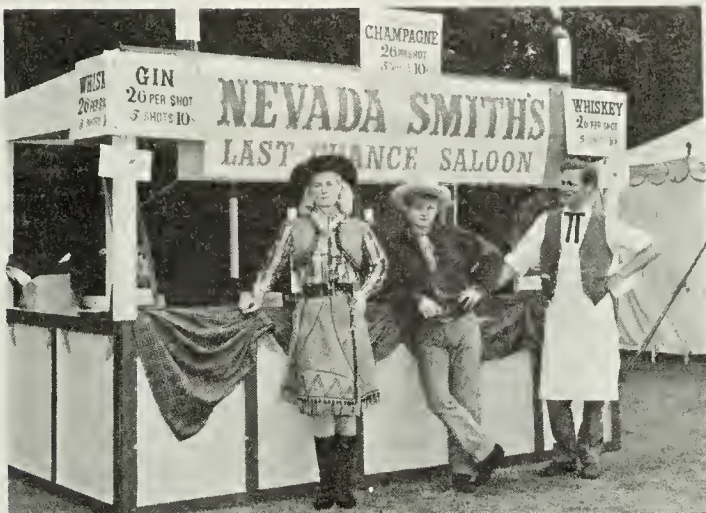


Renowned international costume creator Edith Head showing to director-producer George Sidney and star Ann-Margret some of the unique and dazzling outfits she has created for "The Swinger," one of the gayest comedies to bear the Paramount trade mark in years.

BUSINESS IN BRITAIN

The Paramount business reports from London are all fine, especially on "Nevada Smith" and "The Ten Commandments." The former, in the first week at the Plaza, topped the superb record established recently by "The Sons of Katie Elder," by a very large margin.
(Details: Page 3)

The scene at right represents a fine gesture by John Burnell, Paramount's Radio and TV representative in London, his wife, Una and son, Fergus. Their self-explanatory 'saloon' at the recent Cinema and Television Benevolent Fund fete raised Fifty Pounds for the Charity, and at the same time focussed a lot of attention on "Nevada Smith," which opened at the Plaza shortly afterwards. The more than 100 bottles which stocked the 'saloon' were 'acquired,' probably at blank gunpoint from fellow Paramounteers.

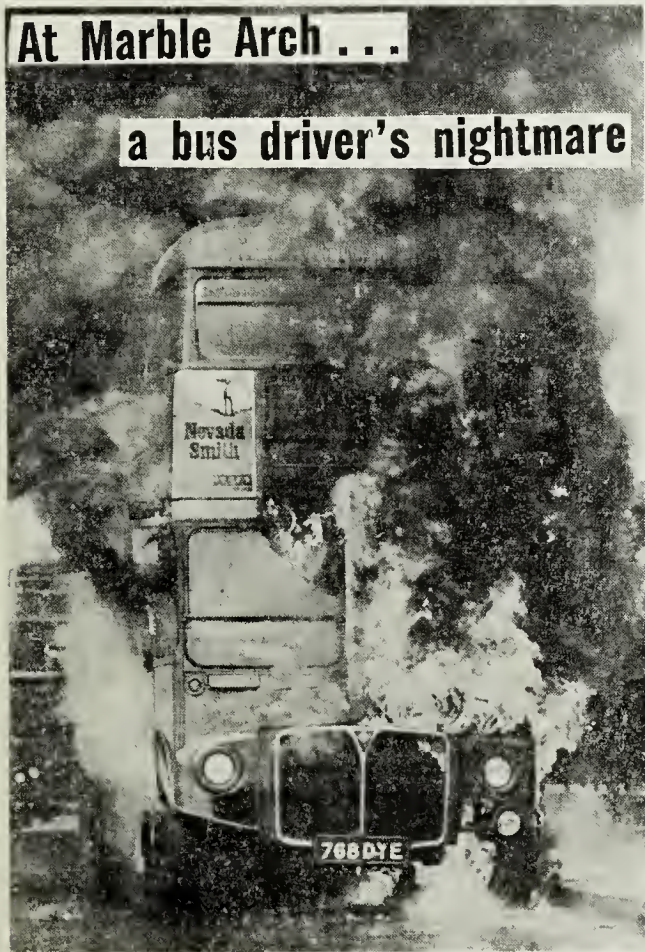


London Critique on "Nevada Smith".....

This was the summation of The Daily Cinema of July 27th on "Nevada Smith":
RATING: Action-packed tale of revenge and redemption, bristling with gutsy incident, glib human interest, vicious thrills and strong character performances; knowingly filmed by veteran Henry Hathaway. Infallible box-office star spectacular.

At Marble Arch...

a bus driver's nightmare



LONDON - Unintentional but highly effective publicity for "Nevada Smith" was this London bus which burst into flames spontaneously at Marble Arch. Bus was empty, going to the depot for repairs. Daily Express photo was seen all over Britain on July 30th, which was good for "Nevada Smith" and the Plaza. Picture was 3 columns wide.

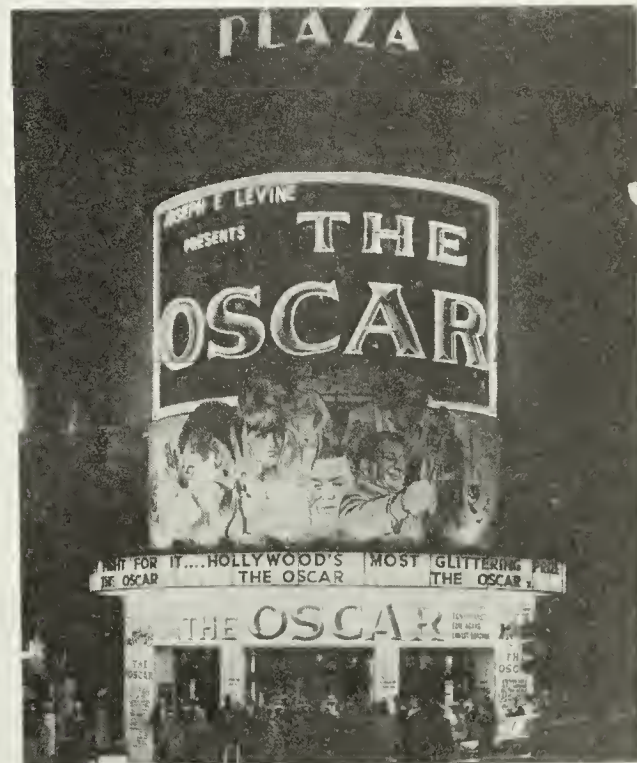


LONDON - Suzanna Leigh, co-star with Elvis Presley in Hal Wallis' "Paradise, Hawaiian Style," is one of the most indefatigable press-agents for her pictures that the industry has today. She recently did a circuit of five cities in Britain - Brighton, Cardiff, Carlisle, Newcastle and Birmingham -- and is 'aching' for another tour. She is shown above meeting the Birmingham press.



LONDON - The new decorative look on the staunch and steadfast Plaza during the highly successful engagement of Hal Wallis' "Paradise, Hawaiian Style."

(Note: Sign at left says PEDESTRIANS LOOK LEFT. So they all moved to the left to get out of the way of the photographer. All, that is, except those that packed the Plaza).



London's Plaza also went pictorial with its front for "The Oscar," the effective art work proving a notable factor in attracting audiences.

Here Suzanna is being welcomed to Brighton by Jack Wright, ABC Theatre manager. (The heaping pile of press clippings forwarded to New York attests to the high success of Suzanna Leigh's tour -- and the popularity of "Paradise, Hawaiian Style.")



LE NOTIZIE PARAMOUNT CONTINUANO AD ESSERE DELLA MASSIMA IMPORTANZA

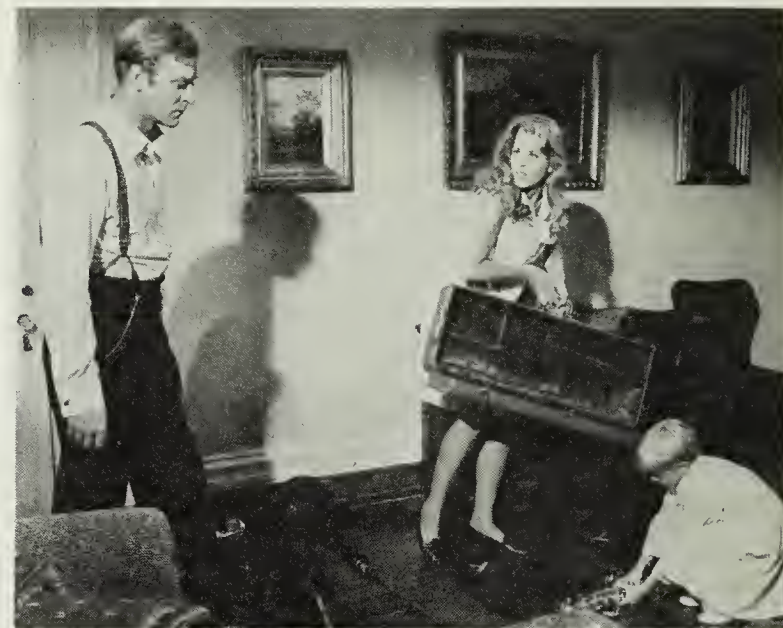
IL PARIS BURNING è quasi pronto e l'attesa dei Paramountisti di tutto il mondo non potrebbe essere più piena d'interesse e di profondo entusiasmo. Non c'è ormai alcun dubbio che questo film Paramount -incontestabilmente il più grande, dopo I DIECI COMANDAMENTI- costituisca l'avvenimento più importante della nostra Casa, in termini di produzione, in oltre dieci anni, ed è in tale rinnovata atmosfera di grandezza che guardiamo tutti con impazienza alle sue prossime "prime" a Parigi, New York e Hollywood.

A proposito di I DIECI COMANDAMENTI, teniamo a ripetervi che, in qualsiasi sua attuale proiezione negli Stati Uniti e Canada, le cifre d'incassi hanno superato di gran lunga quelle delle programmazione originali i cui prezzi, a posti riservati, erano naturalmente superiori. In questo numero troverete dettagli anche sul trionfo che la pellicola ha recentemente avuto al Cinema Astoria di Londra.

La Spagna è stata durante il mese di luglio teatro dell'appassionante ripresa cinematografica d'un film d'azione che pischerà immensamente in tutto il mondo. E' una produzione Embassy, per distribuzione mondiale Paramount negli Stati Uniti e Canada, dal titolo THE CAPER OF THE GOLDEN BULLS, con Stephen Boyd nel ruolo principale. La storia, carica di movimento ed emozione, si basa su un avvenimento che ha luogo ogni anno a Pamplona, cioè una corsa di giovani tori per le vie della città e durante la quale arditi giovani Spagnoli gareggiano di agilità e coraggio con la forza dei tori, in piena strada.

Il giro mondiale di Milton Goldstein, direttore delle vendite della Paramount International si è svolto con perfetto successo, e in questo numero troverete un resoconto degli avvenimenti più importanti in merito, con qualche foto prescelta lungo il corso del viaggio.

I tre grandi film presentati dalla Paramount quest'estate, cioè NEVADA SMITH, THIS PROPERTY IS CONDEMNED e ASSAULT ON A QUEEN, hanno tutti avuto uno splendido successo. Sono lavori che incontrano il pieno favore del pubblico e il Servizio Vendite della Paramount ha saputo veramente convincere gli esercenti degli Stati Uniti e Canada delle immense possibilità commerciali di



Michael Caine and Jane Fonda are concerned with a minor domestic disaster in Otto Preminger's Paramount production of "Hush Sundown."

queste pellicole.

ALFIE continua ad essere una delle cose più belle che siano capitate all'organizzazione Paramount. Questa commedia drammatica è ora in programmazione in Australia dove sta scatenando un entusiasmo senza fine. Prima che il film uscisse abbiamo sentito raccontare storielle divertenti come quelle di alcuni tifosi di cinema che hanno cercato di offrire dei soldi per arrivare ad assistere ad una delle visioni private di questo film di Michael Caine, mentre qualcuno che è effettivamente riuscito nell'intento di vedere il film è quasi assorto di grado agli occhi dei propri amici. Per quanto concerne gli Stati Uniti, la Paramount non si è mai trovata di fronte a una richiesta talmente insistente, o meglio quasi aggressiva, da parte degli esercenti per il noleggio di un film. Pubblicheremo presto dei resoconti dettagliati circa l'uscita di questo film in America, e tutto fa credere che saranno notizie così infismanti che converrà quasi quasi stamperle su amianto.

In breve, l'entusiasmo della Paramount è in continuo crescendo, rispetto sia ai grandi film usciti da poco che a quelli di prossima programmazione.

Stiamo veramente avviandoci verso una nuova era di grandezza!



That moment when silence is at once oppressive and repressive, is deliciously depicted by Tony Curtis and Rosanna Schiaffino in the cutely titled "Arriverderchi, Baby!"

It is better to ask some of the questions than to know all of the answers. - James Thurber



A Rock Hudson that the world has never seen before is what is promised (and delivered) in the Ed Lewis-John Frankenheimer production, "Seconds."

Pictures of the very important event reported at right will appear in next month's issue.

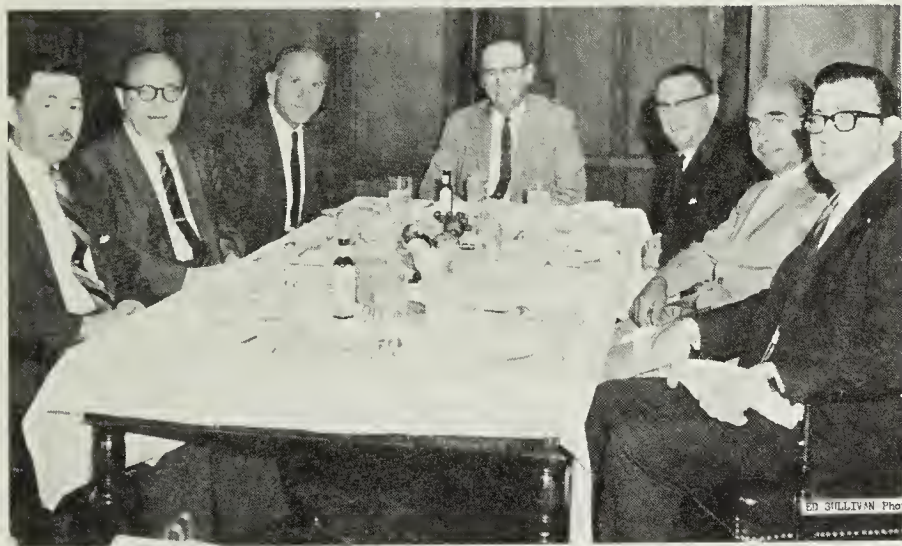
"The Oscar" Hailed At Taormina

On August 5th, Paramount International president James E. Perkins received the following informative and colorful cable from Pilade Levi, Paramount general manager in Italy:

"THE OSCAR" LAST NIGHT WAS WONDERFULLY RECEIVED AT THE BEAUTIFUL TAORMINA GREEK THEATRE. HUGE CLASS AUDIENCE FILLING THE HISTORIC THEATRE INCLUDED MINISTER OF ENTERTAINMENT CORONA AND MANY INTERNATIONALLY KNOWN PERSONALITIES INCLUDING ROSSANA SCHIAFFINO, IRINA DEMIK, BIBI ANDERSON, INGRID TULIN, AMEDEO NAZZARI, MONICA VITTI, DIRECTOR COMENCINI AND MANY OTHERS. PUBLIC LOVED THE PICTURE, APPLAUDING STEPHEN BOYD AND SPLENDID PERFORMANCES OF STAR-STUDED CAST. AFTER PERFORMANCE PEOPLE CONTINUED DISCUSSING PICTURE, UNANIMOUSLY LIKING IT. REVIEWS ARE GOOD. ALSO HAVE WIDE PHOTO AND ARTICLE COVERAGE BY WEEKLIES AND DAILIES. THIS EVENT WILL DEFINITELY HELP PICTURE. FULL DOCUMENTATION AND REVIEWS WILL FOLLOW.

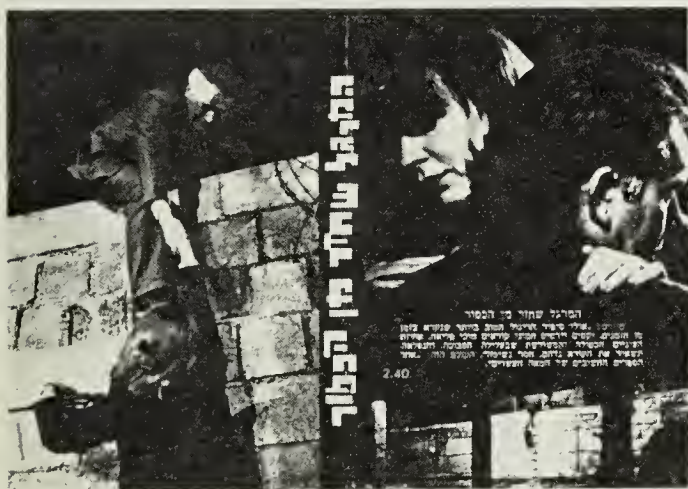
- LEVI

EUROPE



NEW YORK - Harry L. Bruckman, assistant general manager in Italy, is guest of honor at a Home Office luncheon offered by Paramount International president James E. Perkins. From L to R; J. William Piper, Milton Kirshenberg, George G. Hoff, Mr. Perkins, Mr. Bruckman, Armand Cardea, Hy Smith.

PARIS - Front of the Paramount for "The Oscar," but also with a powerful plug for "Is Paris Burning?" which will be seen by millions of the Paris public before the great film opens.



TEL-AVIV, Israel - Back and front covers of the Hebrew pocketbook edition of "The Spy Who Came In From The Cold." This edition was quickly produced because the hard-cover edition was virtually sold out when Paramount manager Ladislav Koch wrote on July 13th, and because the Paramount picture was continuing to experience a fantastic success at the Cinema Allenby. Let us quote Mr. Koch:

"It will interest you to know that the picture is grossing fantastically (I seldom use this phrase). For instance, the box-office of the Allenby, which for this picture is opening daily at 11, did not have any tickets by noon-time for the evening performance. This is something which I cannot remember ever happening here before."



NEW YORK - Guenter Schack, advertising-publicity director for Paramount International, is in Europe for several weeks for showmanship conferences on "Is Paris Burning?" He will hold meetings in London before returning here early in September.

RIGHT

PARIS - Intriguing and beguiling front of the Paramount Theatre for "The Oscar," being shown in the French-language version.



BARCELONA - Group photograph (taken by Jaime Arias) on the occasion of the recent visit of Paramount International president James E. Perkins. L to R: Angel Herrero, Alberto Armengel, Henri Michaud, Mr. Perkins, Frank A. Siter, J. Olmos, S. Balcells, J. Kenard, E. Julia.



MADRID - Front of the Roxy Cinema during the engagement of "Sands of the Kalahari."

In one of the most extensive uses of a teaser trailer, Paramount has prepared a three-minute teaser for "Is Paris Burning?" in 20 different languages.

Already screening in the United States and many countries abroad, the trailer is being made available in

ENGLISH
SPANISH
ITALIAN
FRENCH
GERMAN
FLEMISH
JAPANESE
CHINESE
SWEDISH
DUTCH
FINNISH
NORWEGIAN
DANISH
PORTUGUESE
THAI
GREEK
LEBANESE
HEBREW
TAGALOG
BURMESE

"IS PARIS BURNING?" SPEAKS TO ALL PEOPLES IN ALL LANGUAGES, EVERYWHERE!

Additional languages will be added later.

Everyone in Home Office is 'nuts' about



TONY CURTIS and ROSANNA SCHIFFIANO

"Arrivederchi, Baby!"

U.S. SHOWMANSHIP FOR "IS PARIS BURNING?" COVERS AN IMPORTANT EVENT IN PITTSBURGH

PITTSBURGH, Pennsylvania - The Fourth Division of the United States Army, whose exploits are recounted in Paramount's "Is Paris Burning?" has been gifted by the people of Ste. Marie Du Pont, France, with a site on Utah Beach in Normandy for a monument in appreciation of the unit's role in the D-Day invasion and the liberation of Paris during World War II.

Announcement of the gift was made at the Fourth Division Association's annual convention here, at which President William Knapp expressed the hope that the task of raising \$25,000 for the monument would be facilitated by the renewed interest in the Fourth Division's accomplishments through the release of "Is Paris Burning?" later this year.

Paramount participated in the convention with special literature and displays on the film. Ace publicist Mike Weinberg was here for a full week arranging press, TV and radio interviews and superintending the distribution of special material on the big film. Many of the 400 World War II in Pittsburgh for the event participated in the interviews which will be used to promote the picture at the time of its national release.

These were the hands of the 'liberated' of Paris as the 'liberators' moved in. It is one of the hundreds of great spiritual moments in "Is Paris Burning?"



SYDNEY - Paramount showmanship for "Is Paris Burning?" just about represented the apex of the recent annual Movie Ball, and the big picture romped away with highest honours. Cinesound newsreel (above) records the arrival of one of the two Paramounteer units in behalf of "Is Paris Burning?" (the other one is shown on Page 4). The Paramounteers here, from left, are N.S.W. booker Lindsay Jones, Norma Coffey, N.S.W. booker Ray Symons and Flora Curran.

"JUDITH" NOTE

Be sure to read the cable on Page 24 reporting the enormous success scored by "Judith" at the Cine Opera in Bogota, Colombia, South America. The Sophia Loren picture attracted audiences comparable to those gathering for a presidential inauguration.



Liberating Paris, a fond memory for Kenneth Davis.

'Ivy' Division Holds Convention

Reunion Here Prompts World War II Stories

Old infantrymen never forget old battles they have fought, and former Technical Sergeant Kenneth Davis is no exception.

Davis, of Homer City, Indiana County, was a 33-year-old platoon sergeant on Aug. 25, 1944, when his division, the 4th Infantry of "Ivy" Division, sent him and his buddies into Paris to battle the Nazis, then fleeing the French capital, and any Communist Frenchmen with plans to take over the city.

Suffers Concussion

It was a dangerous assignment, and Davis fell. His Jeep was demolished by a truck driven by a highly-excited Frenchman and the sergeant suffered a concussion.

Role Cited in Book

Davis' misadventure with the truck is cited in the book, but not mentioned are the four battle wounds he suffered before Germany surrendered, or the Bronze Star he won.

Davis revealed that the current 4th Division is now at

PITTSBURGH - One of the former U.S. servicemen participating in the reunion (and who had actually, in 1944, taken part in the liberation of Paris), was former Technical Sergeant Kenneth Davis, shown above with one of the 'liberation' stills from "Is Paris Burning?"

This newspaper excerpt was typical of the very extensive coverage given the event (and "Is Paris Burning?") by the Pittsburgh press generally.

LEFT

This is the front of the Milanoza Theatre in Tokyo as arrayed for the super-successful engagement of "Nevada Smith."

This success represented a section of a report to President George Weltner by Milton Goldstein, in which Paramount International's sales manager told of the enormous success of NEVADA SMITH in the United Kingdom and Japan (the only international territories of release to date), noting that in the key situation in England the picture is "75% ahead of 'Katie Elder' and in many cases exceeding 'Carpetbaggers'."





"You may have other loves in your life," she says, "but this one's going to last.....and be the last!"

-Rosanna Schiaffino to Tony Curtis

"ONE OF THE ALL-TIME GREATEST BOX-OFFICE COMEDIES"

--- CHARLES BOASBERG

We sneak-previewed ARRIVEDERCHI, BABY! last night at the Victoria Theatre and, never in my life have I experienced such a tremendous audience reaction.

The picture is one big laugh from beginning to end and all the exhibitors who saw it are standing in line to buy it. Never has there been a picture more made-to-order for the New Year's holidays.

ARRIVERDERCHI, BABY! will take its place among the greatest box office comedies!



Barbara Harris, Rosalind Russell and Robert Morse resolve, in a quite bizarre fashion, an emotional tangle in "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feelin' So Sad."

There is no one sadder than the status seeker who drives home in his new car and finds his neighbors are all away.

BRANCH NEWS (from Page 6)

follow when Eddie returns.

We are expecting a visit from Ernest Sands and wife, Ed De Berry and Phil Isaacs. We hope they have an enjoyable time while surveying our area.

We have been getting some very good reports on the production of "Hurry Sundown" which is currently being produced in Baton Rouge which is only 84 miles from New Orleans. We remember that many of the great grossing pictures were made right here in the South. We are looking forward to the release of this picture by Otto Preminger.

- Clyde J. Daigle

DALLAS

All of us in Dallas are pleased as punch over the marvelous box office reception afforded "Nevada Smith" throughout our territory and especially here in Dallas where the picture set a new opening day and opening week record at the Cinema-North Park with opening day receipts 27% higher than any previous opening. Actually, this comes as no surprise as we all feel "Nevada" is an exceptionally fine motion



Man's world -- man's private world, that is -- appears to be shrinking. And in one or more senses, "The Swinger" can be held responsible. In the case above, the characters portrayed by Tony Franciosa and Robert Coote are, respectively, embarrassed and intrigued. But "The Swinger" herself (Ann-Margret) is determined, fearless, compulsive and impulsive -- and of course she gets what she wants.

picture. We are looking forward hopefully to the further adventures of Max Sand.

Bill Schaefer, Southwestern advertising publicity manager, recently participated in the judging of the "Miss Tan America" contest which is held in Dallas annually and is nationally televised.

We extend congratulations and best wishes to the contract department's Hazel Byrom who became Hazel Helm on July 9. She and her husband honeymooned in Colorado.

Farewells are in order for the booking department's Lucille Johnston who left us after six years. Best wishes from all of us.

- Sharon Guernsey

MINNEAPOLIS

South Dakota exhibitor Earl Neumeister, of the Riata Theatre in Wall, S.D., has written us in connection with the August short subject drive, addressing his letter to Bonnie Lynch, since we have dedicated this drive to Bonnie. He said:

"I'll never forget when you were my booker years ago. You filled my dates as requested, and promptly. Then, recently, although you were off duty on Saturday, I 'phoned and you got on the job and shipped out 'Blue Hawaii' by air so I wouldn't miss out. Also, how you arranged for my changeover in truck shipping from Buckingham to Barber when the former discontinued delivering.....Yes, I remember Bonnie."

"P.S. Mr. Neumeister gave us 22 short subject dates in August in his three one-change towns, even though he explained he had all long features and normally would not need any shorts."

- F.C.Myers

The Film Daily liked the A.C.Lyles production, "WACO," to the extent of saying that

ROUSING ACTION AND STRONG SUSPENSE
MARK THIS LYLES PRODUCTION.

INTERESTING PARAMOUNT EVENTS IN THE U.S. & CANADA



TORONTO - Mickey Stevenson, Paramount general manager in Canada, and a licensed pilot, avoids the inconvenience of airline schedules by the do-it-yourself method. Mr. Stevenson insists that there is nothing novel in what he is doing and that privately owned and operated aircraft are being used in ever expanding numbers by corporations and executives all over Canada and the United States.

Above, Stevenson is greeted at Cartierville Airport, Quebec, by Montreal branch manager Romeo Goudreau, after completing a flight from Toronto in a Beechcraft Musketeer (which he describes as a great little airplane).



NEW YORK, NY - Here are members of the Embassy Pictures softball team vanquished by the hard-hitting Paramount softballers in Central Park on July 12th. Standing, L to R: Ed Rosenkrantz, Vinny Iacono, Hy Levine, Ted Spiegel, Bob Stoker, D.J. Edele. In front: Harold Lager, David Weitzner, Mike Todd, Jr., Lou Edelman.

August 24th is to be the day when the American filmgoing public will get to meet "Alfie." Introductions will be at the New Embassy and Coronet in New York, and it is expected to be a case of love at first sight.



NEW YORK - The Victoria Theatre on Broadway believes that there's a dividend in telling the public that "Nevada Smith" is "A Paramount Picture" via the marquee. They did the same thing later in releasing "This Property Is Condemned."

RIGHT

Hawaiian girls in San Francisco during the recent Shriners Convention, promoting "Paradise, Hawaiian Style" with heralds and orchids for cable-car travelers.



NEW YORK - The contest to select "Miss Naked Prey" gave the crown to Miss Gidgette Renier, an actress and model from Connecticut. Miss Renier is shown here receiving the crown from Maureen Nichols (Miss New York City) at a ceremony at Gallagher's Restaurant. (Your attention is particularly called to Miss Renier's fingernails, which may or may not have been a contributing factor to her selection).

Miss Renier is a platinum blonde with hazel eyes, who measures a stunning 36-18½-32. She has appeared in three motion pictures, including "Goldfinger."

"THE NAKED PREY" on August 9th began to 9th week of its New York premiere engagement at the New Embassy Theatre on Broadway.



PARAMOUNT MEETING CINEMA DEMAND FOR S O C K O SHORTS



SALT LAKE CITY, Utah - Big splash for a featurette was accorded Paramount's "Road To Adventure, U.S.A." at recent premiere at the Uptown Theatre here. The 17-minute auto adventure film was shot in Eastmancolor in Utah's colorful Canyonlands, America's newest and most spectacular National Park. Utah Governor Calvin L. Rampton headed a group of more than 140 legislative, theatrical, industrial, travel, and civic officials from Utah, New York, Washington, D.C., Los Angeles, Denver, San Francisco and Tulsa at the event. Shown above at the University Club luncheon which followed the premiere, left to right: Governor Rampton; Toastmaster K.A. Freberg, Los Angeles; Donald Y. McCoy, New York and Washington, head of the "Discover America" program; Emmanuel A. Floor, director, Utah State Travel Council; and Harry Swanson, Paramount's Salt Lake City manager.



"Dentist's Delight" and "The Tooth" are local cowboy names for this gigantic stone monolith on the trail to Angel Arch, a 193-foot high aperture and prized among the thousands of awesome and weird natural wonders of Canyonlands, newest U.S. National Park - featured in Paramount's "Road to Adventure, U.S.A."

BONIFACE'S HOLIDAY, a clever and amusing cartoon type two-reel short will be released in September as a companion subject to BOLSHOI BALLET '67. Picture is a comedy about a friendly lion, a character that the world is going to love.



Keep Your
Shorts on
In August

a short way to a **PARAMOUNT**
box office

book Paramount shorts _____
Aug. 3 - Sept. 6

The spirit in which the domestic branches have accepted the importance of the August Short Features Drive is demonstrated by the wave of clever, effective and results-producing letters and fliers directed at the nation's exhibitors. Two of these are illustrated on this page. The one at left is from the Seattle branch.

WE GO ALL THE WAY

We believe in the importance of short subjects.

We know that motion picture patrons throughout the country expect quality shorts with feature films. We intend to meet this expectation with a willingness to go all the way—to supply an all-encompassing, unparalleled selection of short subjects that were created to fascinate, beguile, bedazzle and entertain the viewer. We know that this will result in happy patrons and happy patrons tell others about their happiness... and most of the time, they come back for more.

Going all the way is Paramount's way of adding to your boxoffice action. It's really very simple—our short subjects are money-makers. And isn't that what you've been looking for?

Contact your local Paramount branch and put more profit in your picture!

Paramount Pictures proudly presents the 1966-1967 Short Subjects Schedule

- 8 Two-Reel Specials
- 6 Fractured Fables
- 7 Honey Halfwitch
- 6 Nudnik Cartoons
- 7 Sports in Action
- 6 Travel Adventure
- 6 Go-Go Toons
- 6 Merry Makers

SOLID PROMOTION PIECE FOR PARAMOUNT SHORT FEATURES, done in purple and black, had these three of its four pages (the fourth carried the Paramount Trade Mark solo) packing a hefty message for all smart-thinking exhibitors. Piece was inspired by Mario Ghio, head of Shorts distribution, with copy written by showmanship department's Barry Kaufman. Distribution of the promotion piece has been world-wide and has elicited a lot of high praise.

Not that they need any reminding - but the Paramounteers of the U.S. and Canada are told once again that August is the month of the Short Features Drive.



"CHOP-CHOP" is the title of the Winik Films "Sports In Action" short on Karate, reputedly the fastest growing sport today. It features youngsters who are learning the sport, and 'black belt' experts who already know, and thrill to, the sport of karate.

Winik Films also have completed another "Sports In Action" short feature, "The Winning Strain." We feature on another page a scene from this thrilling short feature which shows many of the greatest athletes of the world in the very act of establishing new world's records.

PERMIT US TO TAKE A MINUTE OF YOUR TIME AS WE STRESS THE PARAMOUNT IMPORTANCE OF REVIVING INTEREST AMONG YOUR PATRONS IN ATTENDING YOUR THEATRE MORE FREQUENTLY. MANY OF TODAY'S MOVIE-GOERS ARE QUITE TIRED OF SEEING POOR COMBINATION OF FEATURES OR JUST UNINTERESTING FILM-FARE! NOW MORE THAN EVER BEFORE, WITH THE INTEREST IN TELEVISION ON THE WANE, THE OPPORTUNITY FOR YOU TO

SELL MORE TICKETS IS HERE! HOW CAN YOU ACCOMPLISH THIS? IT'S QUITE SIMPLE. ON EACH AND EVERY CHANGE, SPARK YOUR PROGRAM WITH REALLY OUTSTANDING SHORTS - LIKE PARAMOUNT HAS! THERE IS A WIDE VARIETY AVAILABLE FOR YOU TO BOOK. SELECT GREAT TWO-REELERS, ACTION-FILLED SPORTS AND TRAVEL SINGLES, PLUS OUR VERY POPULAR CARTOONS.

COMING TO YOUR THEATRE.
**PARAMOUNT SHORT SUBJECTS
WEEKS - AUG. 3 TO SEPT. 6.**

START BOOKING 'EM NOW!! - PLEASE SUBMIT YOUR PLAYDATES IN THE SPACE PROVIDED BELOW AND MAIL IN SELF-ADDRESSED ENVELOPE PROVIDED. THANK YOU

NEW YORK CITY - Paramount's New York branch is participating full-scale in the August Short Features Drive. One of their publicity-sales gimmicks is this original and ingenious 'flier' sent to all of the territory's exhibitors.

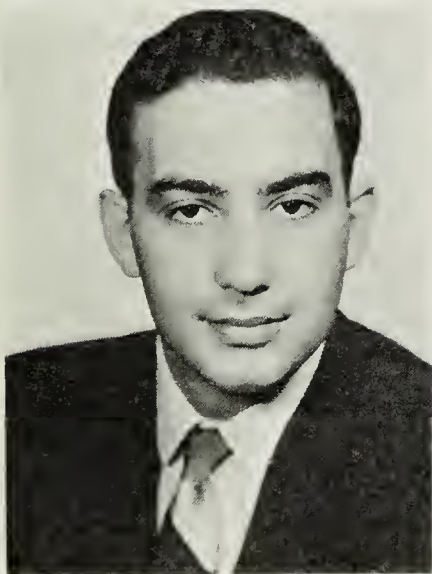
N u d n i k

is a cartoon character of many countenances. Between now and next April, we shall be seeing the following:

"Who Needs Nudnik?" "Good Neighbor Nudnik," "Nudnik On The Beach," "Nudnik On A Shoelace," "Nowhere With Nudnik" "Goodnight Sweet Nudnik" (the last 3 titles tentative).



ROME - At the Brigadoon, on July 9th, the Consorzio Stampa Cinematografica presented gold medals, honoring "A life dedicated to the film industry," to officials of distribution companies, producers, directors and actors. Among those honored was the Administrative Manager of Paramount Films of Italy, Mario Jacchia. He is shown receiving his gold medal from actress Maria Grazia Buccella, while producer Franco Cristaldi looks on.



NEW YORK - Richard Desatnick (above) has been appointed advertising coordinator for Paramount, it is announced by Joseph Friedman, vice-president and director of advertising and public relations. In his new post, Desatnick will report directly to Mort Hock, Friedman's executive assistant for advertising and merchandising. He has been assistant to the advertising manager for the past 18 months. Prior to joining Paramount he was an account executive with the Charles Schlaifer Agency. He has also held posts with other New York ad agencies.



WOLVERHAMPTON, England --- On Page 13 is the nucleus of a report on the wonderful British tour of personal appearances participated in by Suzanna Leigh on behalf of "Paradise, Hawaiian Style." Above she is shown being interviewed by Barbara Henderson of the Wolverhampton Express.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



WASHINGTON, D.C.- Randolph C. Wood (above), president of Dot Records, Inc. (a subsidiary of Paramount Pictures), and a vice president of Paramount Pictures Corp., has been named for a special governmental assignment by President Lyndon B. Johnson.

Following meetings with Vice President Humphrey and the President's Cabinet, Wood, with selected executives from around the nation, was appointed a Member of the National Defense Executive Reserve, Office of Emergency Planning, for a 3-year term. Wood's area of assignment is Washington, D.C.



HOLLYWOOD - New York-based Turkish correspondent Tarik N. Berkand recently visited here in connection with material for the several publications he represents. He is shown here on the set of "The Spirit Is Willing" with co-stars of the film Vera Miles and Sid Caesar.



SYDNEY - National TV personality Brian Henderson with his recent bride, Mardi, arriving at the Paramount Theatre for the premiere of "Alfie."



BATON ROUGE, Louisiana -- Jane Fonda appears to be quite happy about the performance she is giving in Otto Preminger's Paramount production of "Hurry Sundown."



NEW YORK - Some of the principals in a Legal Department party shown in greater detail on the following page. The ladies are Gladys Semel, Marsha Posner and Carmen Figueroa. Executives are Norman Flicker and Leonard Kaufman.



RIGHT

SYDNEY - Entering the Paramount Theatre for the premiere of "Alfie" are, from the left, TV Channel Nine's "Tonight" Show's compere Don Lane, Patti Mostyn, his secretary; Anne Graham, and her father, Paramount managing director Robert L. Graham.

HOME OFFICE NEWS ITEMS

Paramount's softball die-hards really made it in the long run. They whipped Embassy 20-2 for their first win in the second half; and then they contributed three players to the Motion Picture All-Stars who on the evening of August 10th trounced C.B.S. (The latter game has a full page devoted to it - Page 38). It must be noted that the advent of softball into the Paramount orbit has produced one of the most spontaneous enthusiasms in years....Of course, bowling begins a season right after Labor Day, and many



On hand (for 'moral support') at the Paramount vs Embassy game in New York's Central Park..... Marilyn Bettinger, Theresa Quealy, Frances Hessel and Millie Harari.

will turn to the lanes from the heat and dust of Central Park -- and with the same enthusiasm. In both areas of sport we have to thank Bob McKeown for wonderful reporting....In fact, we have had a suggestion from Telegraph's Tom Tinston that we add Bob to the already massive staff of Paramount World. But why should we,

when Bob seems to be perfectly content with the space rates he's now getting from Paramount World's abundant 'treasury'....Thanks for the suggestion just the same, Tom.

Ortali James, pictured below, is secretary



Latest art exhibitor in the Medical Department's gallery of talent is Ortali James, publicity department secretary. Miss James, who has a flair for fine line drawing, is shown with Paramount's Medical Officer, Dr. Leon J. Warshaw.



BOB SULLIVAN Photo

This gathering in the Law Library consisted of executives, associates and friends of Marsha Posner and Carmen Figueroa, who left Paramount to become statisticians in what is now popularly known as the 'population explosion.' (And in this connection take a look at the gag newspaper page at right).

Shown L to R: Joe Garcia, Willie Basch, Wanda Westcott, Margaret Powell, Mike Phillips, Harold Wilson, Gladys Semel, Tom Gibbons, Loni Schwartz, Rose Sarfarty, Kay Moore, Adrien Lewis, Marcia Feinberg, Norman Flicker, Myrtle Rosenthal, Ada Borges, Marsha Posner, Neda Lee, Frances Hecht, Edmund Timberlake, Carmen Figueroa, Sigrid Pedersen, Cynthia Borges (Ada Borges' daughter), Leonard Kaufman, David Sherman, Ellen Murphy, Stephan Abramowitz, Herb Lane.

SOFTBALL - Paramount Whips Embassy



THE PARAMOUNTEERS WHO VANQUISHED EMBASSY

Standing, L to R: Bob McKeown, Sergio Campagnola, Arthur Hessel, Anthony Mazzella, Burt Solomon, Erwin Kanter, Sydney Halpern. Kneeling: James Dinnigan, James Horan, Ralph Martin, Ed Lester, Neil Polan.

A picture of the Embassy Pictures team, vanquished by Paramount in this softball encounter, appears on Page 19.

to Burt Solomon....Paramount International's Paul Levy, one of that division's seemingly tireless workers, is proudly wearing a beautiful marquise-cut diamond engagement ring. The only information she will vouchsafe is that a December wedding is scheduled. We all wish you much happiness, Paula....Patty Powers Crozier, private secretary to Paramount International president James E. Perkins, is back, glowing with the thrill of her trans-Canada trip via Banff and Vancouver, and a return trans-USA trip via the State of Washington and the thrilling Northern U.S. states.

PARAMOUNT EVENTS IN

LATIN AMERICA



SANTIAGO, Chile - Recently the celebrated Cines Unidos circuit premiered a fine new house here named the Macul and many notables attended the event. Shown above, L to R: Mr. Welfred Dowding, Warner Brothers manager for Chile; Mr. Juan Laupheimer, Paramount manager for Chile; Mr. Arnaldo Löwe, owner of the Cines Unidos circuit and Mr. Antonio Videla, editor of the weekly newsletter, Boletín Cinematográfico.



PONTA GROSSA, Parana, Brazil - Depicted here is the dedication of Cine Inaja, newest theatre of the progressive and growing circuit of Impresario Jorge Miguel Ajuz. It is fine companion cinema to the Opera and the Imperio. Shown participating in the opening ceremonies are Sr. Ajuz and Paramount's manager at Curitiba, Cyd Guimaraes de Souza. The Paramount official participated in the radio ceremonies which were part of the premiere and expressed his company's delight over the



BUENOS AIRES - At left, front of the Opera Theatre as decorated for the premiere of "The Amorous Adventures of Moll Flanders." Film also played day-and-date at the Pueyrredon, Gran Sud, Argos, Moreno and Majestic here, and the Opera at Mar del Plata. **BELOW** - The sidewalk doors of the Buenos Aires Opera Cine.



NOTES FROM CHILE

The engagements of "The Sons of Katie Elder" at the Rex and Victoria Theatres in Santiago proved to be tremendous successes.

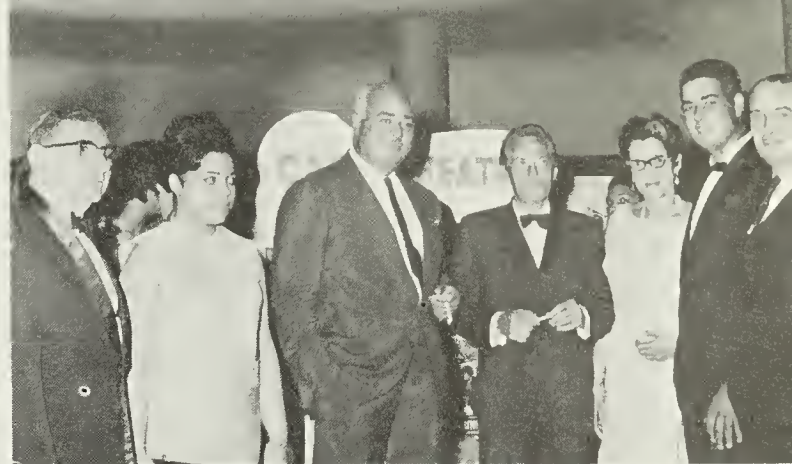
In connection with the presentation of "In Harm's Way" at the Rex and Gran Palace in Santiago, Paramount manager Juan Laupheimer arranged for serialization of the story for five consecutive days over Radio Station "Sociedad Nacional de Minería." Also the L/P album of the film's sound-track was broadcast for a full month in advance of release over the same station, and also two other stations, Cooperativa Vitalicia and Chilena.



LIMA, Peru - Crowds at the Tacna to see "The Spy Who Came In From The Cold." (Another great crowd shot on Page 28).

fine contribution Sr. Ajuz was making to the film industry of Brazil. He also noted that many fine Paramount pictures had been shown recently by the circuit, including "A New Kind of Love," "Becket" and "War and Peace."

WELCOMES PETER FINCH



KINGSTON, Jamaica - The Carib Theatre, early last month, had the good fortune to premiere "Judith" at the very time that co-star Peter Finch was in Jamaica. So Palace Amusement Co. (1921) Ltd. really had a gala on its hands and the fans responded royally. Mr. Finch is shown above, in centre, and the group, reading from left, includes: Lloyd Alberga, Miss McLeod, the Hon. A. Russell Graham, Mrs. Russell Graham, Douglas Graham, Ronald Alexander.



This group in the Carib Theatre lobby comprises, from left: Douglas Graham, Peter Finch, Mrs. Bernard Hooker, Rabbi Bernard Hooker, Lloyd Alberga.



SANTIAGO, Chile - Great importance was added to Otto Preminger's production, "In Harm's Way," by a special screening arranged by Paramount manager Juan Laupheimer for the Commander in Chief and the Chief of Staff of the Chilean Navy. The screening was held in the Rex Theatre, and photo above shows Admiral Jacobo Neumann and Mrs. Neumann leaving the theatre. Accompanying them is Paramount sales manager Alfredo Patiño.



A tradition is something you did last year and would like to do again. - Ralph Turner



Impish, bizarre, off-beat, Zany are a few of the words which come readily to mind in appraising the unforgettable performance delivered by Rosalind Russell in "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feelin' So Sad."

RIO DE JANEIRO - This photograph, made from the building of Paramount's neighbor (the United States Embassy), shows a bunch of pleased Paramounteers demonstrating the spirit of the Company's 50th Anniversary. Reading from the left, the Paramounteers are: Pedro João Prinzeff, Fernando Luiz Alves Lirio, Vera Lucia Mendes, Rose-Marie Ward Hancock, Wilma Tavares dos Santos, Oswaldo Leite Rocha, Cecy Gomes dos Anjos, Lucia Santos, Miracema Gloria de Almeida Couto, Francisco Carillo, João Lepiane.

AS NOVIDADES EM TÔRNO DA PARAMOUNT CONTINUAM FORMIDÁVEIS

O fato de estar iminente a conclusão de "Paris Está em Chamas?" vem provocando, nos paramounteses do mundo inteiro, um excitamento do mais elevado grau. Este filme que é o maior desde OS DEZ MANDAMENTOS, é certamente a coisa mais emocionante que já aconteceu à nossa Companhia, no setor da produção, nestes últimos dez anos, e a sua próxima world premiere, simultânea em Paris, Nova York e Hollywood, esta sendo olhada numa aurea que é característica da recém-encontrada grandeza da nossa Companhia.

Tendo mencionado "OS DEZ MANDAMENTOS", vale a pena mencionar outra vez que em praticamente todas as exhibições nos Estados Unidos e Canadá, as rendas do filme ultrapassaram de muito as rendas originais do lançamento, sendo que agora os preços de ingresso são mais baixos do que os da estreia em road show. Neste meio tempo, recebemos notícias da triunfal apresentação do filme no cinemas Astória, de Londres, detalhes da qual são encontradas em outra página desta edição.

A Espanha está sendo, no decorrer de julho, palco para a feitura de um filme de ação que está destinado a fazer furor no mundo inteiro. Trata-se da produção da Embassy (a ser apresentada pela Paramount em todos os países, com exceção dos Es-

tados Unidos e Canadá), cujo título é "The Carper of the Golden Bulls". Stephen Boyd é o astro, e o tema da ação é a corrida de touros ferozes pelas ruas da cidade de Pamplona, realizada anualmente e que dá oportunidade à demonstração da coragem individual dos jovens da Espanha, que testam sua agilidade contra a força bruta dos touros, em plenas ruas da cidade.

O curzeiro mundial do gerente de vendas da Paramount International, Milton Goldstein, tem sido um sucesso; estamos incluindo neste numero informes a esse respeito, juntamente com fotografias tiradas durante a viagem.

A grande trinca da Paramount, para o verão nos Estados Unidos - "Nevada Smith", "Esta mulher é Proibida" e "Assalto a um Transatlântico" - está encontrando a melhor aceitação possível. São filmes que possuem real apelo para o público, e o pessoal do Departamento de Vendas, da Paramount em nossa Matriz, está realizando um excelente trabalho para levar este fato vital ao conhecimento dos exibidores dos Estados Unidos e Canadá.

"Como conquistar as Mulheres" (Alfie) continua a ser uma das mais excitantes coisas até hoje acontecidas à organização da Paramount. Esta comédia-dramática está agora na Austrália e o excitamento lá é realmente contagioso. Antes da estreia, chegou ao nosso conhecimento a mais estranha das estórias, a respeito de fans que tentaram empregar o suborno para assistir ao filme de Michael Caine em exhibições particulares, realizadas nas cabines privadas do pessoal da industria; o certo é que alguns dos que realmente conseguiram tal coisa, ficaram em situação privilegiada junto a seus amigos. Tal como nos Estados Unidos, a organização da Paramount nunca se viu, no passado, ante uma tão forte, e quase beligerante, demanda dos exibidores em torno de um filme. Breve divulgaremos dados referentes ao sucesso das exhibições no território norte-americano, e estamos quase inclinados a admitir que a impressão tipográfica terá que ser feita em asbesto, pois só mesmo um material inflamável suportará o calor desses dados.

Em resumo, o excitamento da Paramount não diz respeito apenas aos grandes filmes ora lançados, já que o reinante à volta dos próximos, cresce, cresce, cresce.

Estamos certamente entrando numa nova era de grandeza!

Manuel Camargo, whose 47 years with the Company make him "Dean of the Brazilian Paramounteers," cuts the ribbon which gets the Paramount 50th Birthday Party under way. In the front row, left to right: Wilma Tavares dos Santos (secretary to the publicity manager), Manuel Camargo, Adhemar L. Cesar and João Lepiane.



"JUDITH" A BOGOTA TRIUMPH

The following cable from Colombia manager Victor Cortes to Paramount International sales manager Milton Goldstein is self-explanatory (and will, of course, be supplemented next month by a wave of visual evidence):

YESTERDAY (Aug. 9) "JUDITH" OPENED SECOND PARAMOUNT FESTIVAL AT OPERA THEATRE, BOGOTA. EVENT COVERED FULL PAGES ALL NEWSPAPERS AND CREATED INDESCRIBABLE EXCITEMENT IN GENERAL PUBLIC AND EXHIBITORS ALIKE. CROWD AT THEATRE COMPARABLE TO THAT AT NATIONAL PALACE FOR PRESIDENTIAL INAUGURATION. ABSOLUTE MINIMUM FOUR MONTHS RUN EXPECTED. "JUDITH" DELIGHTED ALL AUDIENCES. EXPECT FULL FIFTY-DAY DAYS OF FILLED PERFORMANCES. WILL FORWARD VISUAL EVIDENCE.

- C O R T E S



A WONDERFUL DUO OF STARS.....John Wayne and Robert Mitchum in Howard Hawks' exciting production, "Eldorado."

MEERA TOPPNYHETER FRÅN P A R A M O U N T

Den inom kort avslutade inspelningen av filmen "Is Paris Burning?" fortsätter att vara föremål för Paramount-personalens livliga intresse världen över. Denna den största av alla Paramount-produktioner sedan "De tio budorden" är också definitivt det mest spännande i filmväg, som hänt vårt bolag under drygt ett årtionde, och de kommande världspremiärerna i Paris, New York och Hollywood möts med högtspända förväntningar.

På tal om "De tio budorden" förtjänar än en gång nämnas, att intäkterna på praktiskt taget varje plats, där filmen gått i Förenta Staterna och Canada, varit större nu än när den första gången släpptes ut och detta trots lägre priser nu. Under tiden har vi också hört om den strålande framgång den haft på Astoria-teatern i London. Mer detaljer härom på annan plats i detta nummer.

Spanien har under juli månad varit skådeplats för inspelningen av en händelsespäckad film, som förutspås stor marknad över hela världen. Det är en Embassy-produktion (som Paramount distribuerar över hela världen utom i Förenta Staterna och Canada), en verklig toppthriller med titeln "The Caper of the Golden Bulls". Stephen Boyd har huvudrollen i filmen, vars handling rör sig kring ett unikt årligt evenemang i Pamplona, då tjurar släpps lösa på de trånga gatorna i den lilla staden och ger unga spanjorer ett välkommet tillfälle att mäta sin vighet och styrka med tjurens.

Den jorden runt-resa, som Mr. Milton Goldstein, Paramount Internationals försäljningschef, nyligen företagit, har blivit en stor framgång. En utförlig skildring av resans höjdpunkter återfinnes här i detta nummer, rikt illustrerad.

Paramounts stora sommar-trio, "Nevada Smith", "This Property is Condemned" och "Assault on a Queen", har fått ett varmt mottagande. De här är verkligen filmer, som vunnit publikens bevakning, och Paramounts inhemska försäljningsstab har på ett mycket förtjänstfullt sätt bemödat sig om att göra detta klart för biografägarna i Förenta Staterna och Canada.

"Alfie" fortsätter att höra till de mest spännande saker som någonsin hänt oss här i Paramount-organisationen. Detta komedi-drama har nu "slagit" Australien och mottagandet där kan betecknas som, lindrigt sagt, intensivt. Före premiären hörde vi de vildaste rykten om film fans som med våld sökte tilltvinga sig inträde till privata visningar av denna Michael Caine-film, under det att de, som verkligen haft tur att få se filmen, plötsligt fann sig ha nått ökad status bland sina vänner av den anledningen. Vad Förenta Staterna beträffar har vårt bolag aldrig tidigare haft en film som så livligt, nästan pockande, eftertraktats av biografägarna. Inom kort skall vi i tryck rapportera om de amerikanska engagemangen, men det är nog säkrast, tror vi, att trycka dem på asbest - de kommer att bli heta så det förelär.

Kort sagt, Paramounts entusiasm vad rör inte bara de storfilmer, som just nu visas på biograferna, utan också dem som ligger premiärklara, bara växer och växer.

Vi står på tröskeln till en ny storhetstid!

"Seconds"

In a major book promotion for Paramount's "Seconds," starring Rock Hudson and co-starring Salome Jens, the New American Library will publish a new paperback edition of David Ely's best-selling novel in a few months.

Featuring dramatic cover art from the Edward Lewis-John Frankheimer production, the "Seconds" paperback will be launched with an extensive advertising and publicity campaign keyed to Paramount's premiere engagements of the very exciting and extraordinary film.



In this episode from "Arriverderchi Baby," some onlookers said that Rosanna Schiaffino's eyes were blue, while others swore that they were pale brown. Still others said that they were closed, but others maintained that they were open.....The smart ones didn't even mention her eyes.....And the folks who saw the comedy (which co-stars Tony Curtis), had the fun of their lives.

The happiest man we can think of today is a vegetarian looking at the prices in a meat market.

"HURRY SUNDOWN" LEADING TO A BRIGHT, BRIGHT DAY



TV star Frank Converse and Robert Hooks in a climactic moment in "Hurry Sundown."



A 'honeymoon breakfast' in bed is realistically depicted by Jane Fonda and Michael Caine in Otto Preminger's searing contemporary production of "Hurry Sundown."



Producer-director Preminger lines up one of the "Hurry Sundown" sequences for a take. Second cameraman Dewey Wrigley is with him in the shot.

(It is interesting to note that when Otto Preminger produced "In Harm's Way," he telephoned President George Weltner when he had made the first shot, and again at the moment when the film's last shot had been completed. He telephoned again at the first scene of "Hurry Sundown," and late in the afternoon of August 12th, he telephoned Mr. Weltner that the filming had been completed on this, his latest Paramount production.

An Otto Preminger production is always a magnet for the top press personalities of the world -- and the filming of "Hurry Sundown" is no exception. Never in all of its history has Baton Rouge, Louisiana, played host to so many top international writers and reporters.

BATON ROUGE-- Shoot a film in London, or Paris, or Rome, or Tokyo, or Madrid, and it's not at all surprising that that segment of the world's press which covers such things fights for the chance to visit and report on what's happening.

Shoot a film in Baton Rouge, Louisiana, in mid-summer, on a location which has as its main attraction mud that resembles quicksand in its tenacity, and who comes?

If the film is the forthcoming Paramount Pictures release, "Hurry Sundown," and the director and producer is Otto Preminger, the list of visitors reads like a "Who's Who of the International Press."

Though the chief business of any motion picture company on location is the making of the motion picture, in the case of "Hurry Sundown" the descent of visitors has been so thick and frantic that the care and handling of the press has become almost a separate and full-time occupation.

As each member of the press arrives, he is greeted by cries of recognition from those already on the premises. The company's publicity offices at the Bellemont Motor Hotel in Baton Rouge are a constant hub-bub of accents and dialects, identifying the speakers as being from England, France, Italy, Canada and all the major sections of the United States.

It is a scene of constant reunion and the sounds of "Haven't seen you since Tel Aviv!" or "I run into you at all of Otto's pictures. The last time was 'Bunny Lake' in London, wasn't it?"

As might be expected, press, radio and television coverage from the state of Louisiana has been extensive, as representatives of each of these media vie to report on what is a major local news event, the first feature film ever to be shot entirely on location in the Baton Rouge area.

From out of state and from out of the country such writers as Tom Meehan of the Saturday Evening Post, Ivor Davis of the London Daily Express, Judy Stone of the San Francisco Chronicle, Henry Gris of UPI, Sam Hirsch of the Boston Herald, Gerald Pratley of the CBS in Toronto, Bill Strobel of the Oakland Tribune, Cliff Terry of the Chicago Tribune, Norman Brooks of WGST Radio in Atlanta, Paul Condylis of Los Angeles KABC Radio, Sam Lesner of the Chicago Daily News, Rex Reed for the New York Times, Gerard Garrett of the London Standard, Hilda Simms of Tuesday Magazine, Jeff Miller of the Houston Chronicle, Terry Kay of the Atlanta Journal, Jean Taousson of Paris Match, Francois Chalais of French National Television, Roger Lanteri of the Agence France Press, Bill Porter of the Dallas Times Herald, Pete Hamill of the New York Post, Monique Pleury of France Soir, Patrick Thevenon of L'Express, Claude Azoulay of Elle, Chance De Widstedt of Jours de France, Michele Clerc of Marie Claire, Marjorie Adams of the Boston Globe, Peggy Doyle of the Boston Record American, Charlotte Peters of KTVI-TV in St. Louis, Mel Jass of WGON-TV in Minneapolis, David Lewin of the London Daily Mail, Ed Gallaher of WTOP-TV in Washington, Tom Donnelly of the Washington Daily News, George Christian of the Houston Post, Dave Wright of Canadian Broadcasting, William Hall of the London Daily Sketch and Alfredo Panicucci of Mandadori Publications are among those who have either completed their assignments or are on the verge of arriving.

TV coverage on the filming of "Hurry Sundown" already has begun in a number of U.S. cities, including St. Louis, Minneapolis, Cincinnati and Washington.

SHSHSHSHS

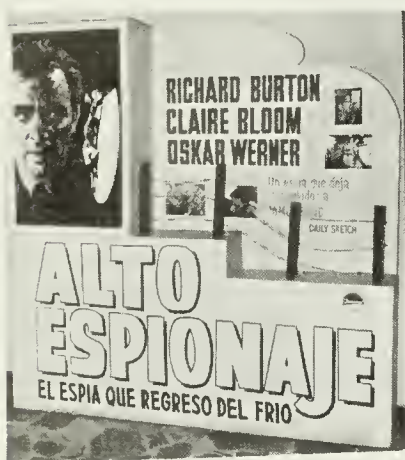
Backus

Jim Backus, noted TV and film star, has joined the cast of Otto Preminger's "Hurry Sundown."

Backus is playing the role of Carter Sillens, a defense attorney hired to represent a Negro farmer in the climactic courtroom scene in which a Northern corporation is attempting to deprive the young farmer of his property. Backus currently is master of ceremonies on TV's Continental Showcase, is star of Gilligan's Island and is well known as the voice of Mr. Magoo.



BUENOS AIRES - Window of the Rivero Bookstore with a fine display window in tribute to the Opera Theatre's presentation of "The Amorous Adventures of Moll Flanders."



BOGOTA, Colombia - No one passing through the lobby of the Opera Cinema here could fail to see this impressive announcement heralding "The Spy Who Came In From The Cold."



SAN SEBASTIAN - Whatever it was that Stephen Boyd said in this Spanish festival city, it amused this radio commentator very much -- and Frank A. Siter, too. From this point, Mr. Boyd went on to Pamplona and the location filming of "The Caper of the Golden Bulls."

RIGHT

BOGOTA - Where showmanship is concerned, Paramount manager Victor Cortes never misses a bet. So he had all of the motor companies all eager and ready to boost "Red Line 7000" and help catapult it into one of the biggest successes the Opera Theatre ever had.

LIMA, Peru - As far as the camera's eye could see, there was a line of patrons eager to pay at the Tacna's box-office in order to see "The Spy Who Came In From The Cold." And when the camera turned in the opposite direction, another seemingly endless line was there, too.

It was the same at the Pacifico and Coloso Theatres, where "The Spy" was released day-and-date.



LAS NOTICIAS SOBRE PARAMOUNT CONTINUAN SU MARCHA ASCENDENTE

La inminente terminación de "¿Arde París?" continúa produciendo la más íntima satisfacción entre el personal de Paramount del mundo entero. La más gigantesca de todas las películas Paramount desde "Los Diez Mandamientos" es a no dudar la cosa más emocionante que le ha ocurrido a nuestra Compañía desde el punto de vista de la producción en más de una década y los próximos estrenos mundiales en París, Nueva York y Hollywood son esperados entre el esperanzador ambiente de la renovada grandeza de nuestra Compañía.

Ya que hemos hablado de "Los Diez Mandamientos" bueno es repetir que en virtualmente todas sus exhibiciones en los Estados Unidos y Canadá los ingresos alcanzados por la película han superado los de sus primeros pases y a unos precios inferiores a los de los grandes estrenos. También tenemos el informe de la triunfal exhibición de la película en el Astoria Theatre de Londres, cuyos detalles hallarán Vdes. en diferentes lugares de este número.

España ha sido durante Julio el escenario de la emocionante realización de una película de acción que ha de encontrar gran aceptación en todo el mundo. Se trata de la impresionante producción Embassy (a distribuir por Paramount en todo el mundo, excepto Estados Unidos y Canadá), titulada "The Caper of the Golden Bulls". Su

intérprete principal es Stephen Boyd y su acción se centra en la impetuosa escapada de los toros por las calles de Pamplona que se celebra anualmente y que es una demostración del valor personal de los jóvenes españoles que en las calles de la ciudad oponen su agilidad a la fuerza de los toros.

El viaje de ámbito mundial del Director internacional de Ventas Milton Goldstein ha sido un éxito rotundo y en el presente número les ofrecemos un informe sobre los detalles más sobresalientes de su viaje, a la par que algunas fotografías tomadas durante la ruta.

El grandioso trio de Paramount -- "Nevada Smith", "This Property Is Condemned" y "Assault On A Queen" -- está obteniendo un éxito tremendo. Son películas que gozan de la total aprobación del público y el personal doméstico de Ventas de Paramount ha hecho una formidable labor encaminada a inculcar esta vital realidad en el ánimo de los exhibidores de los Estados Unidos y Canadá.

"Alfie" sigue manteniéndose como una de las películas más electrizantes que ha tenido jamás la organización Paramount. La comedia-drama ha alcanzado ahora Australia y allí la emoción es verdaderamente intensa. Antes de su estreno oímos cosas tremendas sobre aficionados al cine que intentaban introducirse clandestinamente en salas privadas de la Industria donde se proyectaba la película de Michael Caine. Aquellos que consiguieron echarle un vistazo se encontraron con que habían ganado auténtico relieve ante los ojos de sus amigos. En cuanto a los Estados Unidos, la organización Paramount no ha tenido jamás que enfrentarse con la demanda de una película por parte de los exhibidores tan violenta, casi beligerante. Pronto imprimiremos información sobre el éxito de las exhibiciones americanas y casi nos sentimos inclinados a creer que tendremos que imprimirla con amianto, de tan fogosas que va a ser.

Abreviando, la emoción que embarga a Paramount con respecto no sólo a los grandes films actualmente en exhibición, sino a todos aquellos que se van a estrenar, aumenta y aumenta y aumenta.

!No cabe duda de que entramos en una nueva era de grandeza!





DÜSSELDORF - This popular corner in this city continues to be pro-Paramount, with the display above emphasizing "Apache Uprising." "Kid Rodelo" and "Sands of the Kalahari."

PARAMOUNT'S NEUESTE NACHRICHTEN ÜBERTREFFEN ALLES

Die Wichtigkeit der Fertigstellung von "BRENNT PARIS?" erregt weiterhin die größte Aufmerksamkeit aller Paramount-teers in der ganzen Welt. Der größte aller Paramount-Filme seit "DIE ZEHN GEBOTE" wird sicherlich in mehr als einem Jahrzehnt das aufregendste Ereignis unserer Gesellschaft sein, das aus der Produktion auf uns zukommt. Den bevorstehenden Weltpremieren in Paris, New York und Hollywood sehen wir angesichts der ständig wachsenden Größe unserer Gesellschaft mit Zuversicht entgegen.

Was "DIE ZEHN GEBOTE" anbetrifft, so lohnt es sich wohl zu wiederholen, daß wohl in allen Einsätzen in den Vereinigten Staaten und Kanada, die Einspielergebnisse die des Ersteinsatzes übertreffen, wobei die Preise weit niedriger sind als während der Erstaufführungen. In der Zwischenzeit verfügen wir ebenfalls über Berichte des triumphalen Einsatzes dieses Filmes im Astoria Theater in London, die sie im Einzelnen in dieser Ausgabe nachlesen können.

Spanien war im Monat Juli der Schauplatz eines aufregenden "Action"-Filmes, der auf der ganzen Welt Anklang finden wird. Es handelt sich hierbei um die Embassy-Produktion (im weltweiten Vertrieb der Paramount, ausschließlich der Vereinigten Staaten und Kanada) nämlich des Thrillers "THE CAPER OF THE GOLDEN BULLS" mit Stephen Boyd in der Hauptrolle. Im Mittelpunkt dieses Filmes steht die Freilassung der wilden Stiere in den Straßen der Stadt Pamplona, die jedes Jahr einmal erfolgt, und bei dieser Gelegenheit ist es den jungen Männern Spaniens freigestellt, ihren individuellen Mut und ihre Gewandtheit an der Stärke der Stiere auf offenen Straßen der Stadt zu messen.

Die Weltreise des Verkaufsleiters von

Paramount International, Milton Goldstein, war ein guter Erfolg, und in dieser Ausgabe finden Sie einen Bericht, der die Höhepunkte seiner Reise behandelt und gleichzeitig Photos seiner Reise um die ganze Welt enthält.

Paramount's großartiges Trio dieses Sommers - "NEVADA SMITH", "DAS BETRETEN DES GRUNDSTÜCKES IST UNTERSAGT" und "ÜBERFALL AUF DIE QUEEN MARY" - hat hervorragenden Applaus gefunden. Diese drei Filme entsprechen voll und ganz dem Geschmack der Kinogänger und Paramount's Verkaufsbelegschaft in den USA hat zweifellos gute Arbeit geleistet, indem sie diese wichtige Tatsache den Theaterbesitzern der Vereinigten Staaten und Kanada immer wieder vor Augen hielt.

"DER VERFUHRER LASST SCHÖN GRÜSSEN" bleibt weiterhin eines der aufregendsten Ereignisse innerhalb der Paramount Organisation. Diese dramatische Komödie ist gerade in Australien angelaufen, und die Aufregung kennt keine Grenzen. Noch vor dem offiziellen Start hörten wir die ungeheuerlichsten Geschichten über Film-Fans, die durch Bestechungsgelder versucht haben sollen an den Vorführungen dieses Michael Caine-Filmes in der privaten Filmindustrie teilzuhaben, und die, die den Film tatsächlich gesehen haben, waren unter ihren Freunden besonders angesehen. Was die Vereinigten Staaten anbetrifft, so hat Paramount noch nie zuvor eine derartig starke, fast gebieterische Forderung der Theaterbesitzer nach einem Film erlebt. Die Berichte über die Erfolge des Einsatzes in Amerika werden in Kürze folgen, und wir haben fast Grund zur Annahme, daß wir sie auf Asbest drucken müssen, denn höchstwahrscheinlich werden sie so heiß sein.

Alles in allem, die Aufregung der Paramount nicht nur über die Filme unserer jetzigen Staffel, sondern auch die der kommenden, steigt unaufhaltsam.

Wir befinden uns am Beginn einer neuen, großen Ära.

"Easy Come, Easy Go" Natural for Elvis



"Easy Come, Easy Go" has been set by producer

Hal Wallis as the new title for his next film for Paramount Pictures starring Elvis Presley. The musical formerly was titled "Easy Does It."

"Easy Come, Easy Go" begins filming in September in Hollywood. The Technicolor attraction is based on an original screenplay by Allan Weiss and Anthony Lawrence, who wrote two previous Wallis productions starring Presley-- "Paradise, Hawaiian Style" and "Roustabout."



DÜSSELDORF - There were posters for "Sands of the Kalahari" all over town when the film was at the Kamera. This one was on Worringer Platz.



BERLIN - The Gloria on the Kurfürstendam had this highly effective front-of-house display for "The Spy Who Came In From The Cold."

In the town of Telagh, Algeria, a CARE-MEDICO team is running the only hospital for 42,000 people, in an area that formerly did not have a single nurse or doctor. The team is supported by contributions to MEDICO, a service of CARE, New York 10016.



This is the point of her least insistence, and his least resistance, in "The Swinger." The protagonists: Ann-Margret as "The Swinger" and Anthony Franciosa as the man whose impulses are being screen tested.



Michael ("Alfie") Caine and Jane Fonda make a fine dramatic couple in Otto Preminger's terse, tense and timely production of the United States South, "Hurry Sundown."

Scenes from the very sensational one-reeler, in color -- "Indianapolis 500" -- which is being rush-released, world-wide, by Paramount.

Reporting the recent thrill-packed automobile classic race (which was won by Graham Hill), the film is a real 'stunner,' and a 'must' for any programme aching for a top-level short feature.

We illustrate the 16-car pile-up at start, which caused a re-starting of the race; and at far right, Graham Hill, the winner.

-Wide World Photos



LES NOUVELLES CONCERNANT PARAMOUNT SONT, COMME D'HABITUDE, DE PREMIERE IMPORTANCE

"PARIS BRULE-T-IL?" va être bientôt terminé et cette information sensationnelle déchaîne le plus grand enthousiasme chez les Paramountiers du monde entier. Ce film Paramount, qui est incontestablement le plus formidable depuis "LES DIX COMMANDEMENTS", constitue l'événement le plus important pour notre Société depuis plus de dix ans et l'on attend avec une extrême impatience les Premières mondiales qui auront lieu à Paris, New York, Hollywood, ajoutant ainsi une brillante auréole à la grandeur de notre Compagnie.

Puisque nous parlons des "DIX COMMANDEMENTS", il nous paraît intéressant de rappeler une fois encore que partout où ce film a été projeté aux Etats-Unis et au Canada, ses recettes ont dépassé celles qui avaient été enregistrées lors de ses premières sorties, bien que les prix de place pratiqués pour la reprises aient été inférieurs à ceux de la première exclusivité. Entre temps, nous avons reçu des rapports sur la projection triomphale des "DIX COMMANDEMENTS" au Cinéma Astoria de Londres et vous en trouverez les détails sur les différentes pages de ce numéro.

Au cours du mois de Juillet, l'Espagne a été le théâtre du passionnant tournage d'un film d'action dont nous sommes certains qu'il recevra un excellent accueil dans le monde entier. C'est une production Embassy qui sera distribuée partout par Paramount, sauf aux Etats-Unis et au Canada. Il s'agit de "THE CAPER OF THE GOLDEN BULLS" et la vedette est Stephen Boyd. L'histoire, fertile en émotions, retrace la course des jeunes taureaux à travers les rues de Pampelone et montre le courage déployé par les jeunes Espagnols qui rivalisent d'audace et d'habileté

avec les taureaux lancés dans la ville.

Le voyage à travers le monde de Milton Goldstein, le directeur des ventes de Paramount International, a été une grosse réussite et nous donnons dans ce numéro un compte-rendu illustré de photos décrivant les événements les plus marquants de ce périple.

Les trois grands films présentés par Paramount cet été : "NEVADA SMITH", "THIS PROPERTY IS CONDEMNED" et "L'ATTAQUE DU "QUEEN MARY" ont remporté un grand succès. Ce sont des productions qui correspondent absolument au goût du public et le service des ventes de Paramount a réalisé un excellent travail en sachant persuader les exploitants des Etats-Unis et du Canada des immenses possibilités commerciales de ces films.

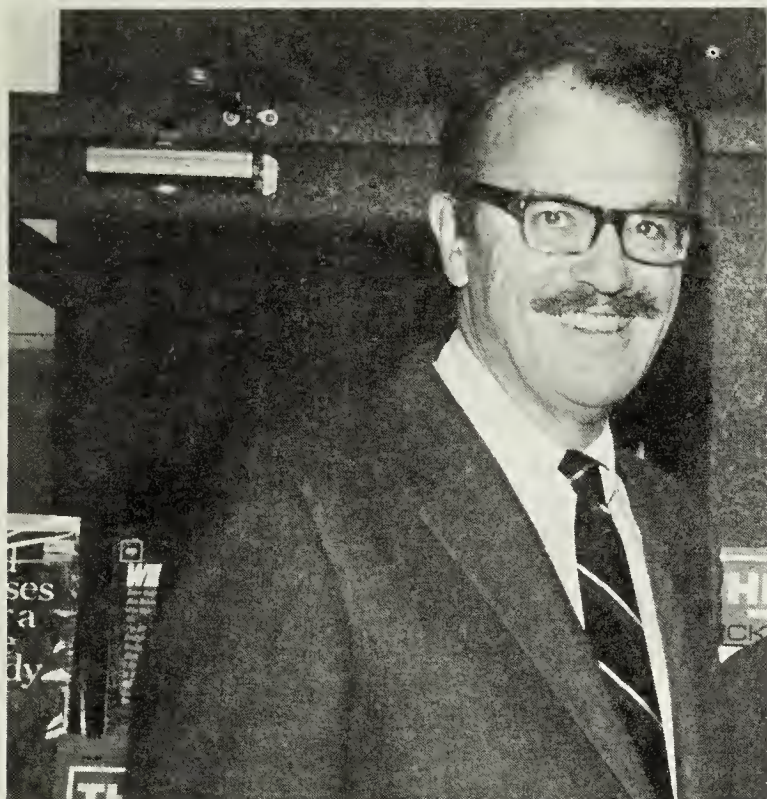
"ALFIE" continue à être l'un des événements les plus marquants qui se soient jamais produits à Paramount. Cette comédie dramatique est projetée actuellement en Australie et y déclenche un enthousiasme sans borne. Avant la sortie nous avons entendu raconter les histoires les plus folles, dont voici un exemple : des "fans" essayaient d'assister aux projections du film de Michael Caine en offrant de l'argent ! Et ceux qui avaient pu mener leurs projets à bien jouissaient d'une drôle de considération auprès de leurs amis ! En ce qui concerne les Etats-Unis, l'organisation Paramount n'a jamais reçu auparavant des propositions aussi impressionnantes (voire même aussi agressives !) de la part des exploitants. Nous publierons d'ici peu des compte-rendus sur la sortie de ce film en Amérique et nous sommes enclins à croire que ces nouvelles devront être imprimées sur du papier ignifugé tant elles seront brûlantes !

En résumé, l'enthousiasme de Paramount ne fait que croître, qu'il s'agisse de films déjà sortis ou de films devant sortir prochainement.

Incontestablement, une ère de grandeur s'ouvre devant nous !

We will have the full details of the truly sensational plans for the Paris world premiere of "Is Paris Burning?" in the September issue of Paramount World. And we do mean 'sensational'.

Further Duties for Dot's Tom Mack



TOM MACK

Randolph Wood, Dot Records president, has announced the appointment of Tom Mack as A&R Coordinator in addition to his other duties as Dot vice-president, head of International operations and full-time producer for such top Dot artists as Jo Stafford, Harry James, Liberace, The Mills Brothers, Andrews Sister and Gordon Jenkins.

Mack coordinates a greatly expanded Artists and Repertoire operation which covers the most important recording centres in the nation.

Dot's Eastern A&R is headed by Charles R. Grean, working between New York City and Nashville. Grean's long, illustrious career has been highlighted by his association with many of the top big bands of the era (Artie Shaw, Les Brown, Tommy Dorsey, Glen Miller, etc.); by his extensive television work (The Jimmy Dean Show, Kraft Music Hall, The Eddy Arnold Show, Mrs. America Pageant, etc.); and as an RCA-Victor producer for such stars as Perry Como, Dinah Shore, Eddie Fisher and many others.

Dot A&R in Nashville is handled by Jim Bulleit, specializing in Rhythm & Blues and pop, and Noel Ball, one of the top Nashville DJs.

Four Dot contract artists also handle A&R chores. Bonnie Guitar, who has quickly grown to be one of Dot's top-selling artists, travels between Seattle (her home town), Hollywood and Nashville doing country and western production. Jimmie Rodgers is active with folk and popular production in Hollywood. Pete King, noted artist, arranger, conductor, produces for several of Dot's headline artists. Another top arranger-

conductor, Jimmie Haskell, performs the same double role as artist and producer.

Also operating in Hollywood are Les Carter, popular DJ featured on the top Los Angeles jazz station, KBCA-FM; Bunny Robyn, an experienced record producer; and Marty Barab, who specializes in the "top-40" Teen market.

Tom Mack has been associated with Dot Records since 1957, following A & R executive positions with Decca and Capitol Records. Previously, he had been associated with many of the great bands including the Glen Miller organization.

(Dot Records is a wholly-owned subsidiary of Paramount Pictures Corporation).

One of the very finest of the 45 rpm records featuring "Alfie," theme song of Paramount's sensational comedy of the same name, is Tony Martin's rendition on the Dot label.

Cover of "Alfie's Theme," as published by Ensign Music Corporation, 1619 Broadway, New York City.

(Ensign Music Corporation is a wholly-owned subsidiary of Paramount Pictures Corporation.)

Dot
RECORDS

PROUDLY PRESENTS

BONNIE GUITAR

JUST A
GREAT SINGER,
THAT'S ALL!



GREAT DOT ALBUMS

3748 MEMORIES - Pat Boone	3688 GREAT COUNTRY HITS - Billy Vaughn	3431 VAUGHN BOWDIE - HIS GREATEST HITS
3744 THAT COUNTRY FEELING - The Mills Brothers	3673 DO I HEAR A WALTZ - Jo Stafford	3412 MOON RIVER - Lawrence Welk
3735 HARRY JAMES & HIS WESTERN FRIENDS	3653 TRAIL - Dick Gottum	3360 HIS GREATEST HITS - Tony Martin
3731 BLUEGRASS - Mac Wiseman	3632 THE ANDREWS SISTERS GO HAWAIIAN	3302 POLKAS - Myron Floren - Lawrence Welk
3729 MATT FLAKE LEE AT THE PANHISIAN ROOM	3631 LODGE FISHER TODAY	3289 CRAZY OTTO PIANO - Johnny Muddo
3725 COUNTRY MUSIC'S GREAT HITS - Lawrence Welk	3627 IT'S THE IRISH IN ME - Carmel Quinn	3249 RACETIME PIANO GAL - Jo Ann Castle
3727 IT'S OVER - Jimmie Rodgers	3622 LENNON SISTERS SING 12 GREAT HITS VOL. 2	3185 BLUE HAWAII - Billy Vaughn
3713 ALEXIS	3547 MY SHOWMANSHIP - Liberace	3157 THE MILLS BROS. GREAT HITS
3711 SLEEPING BEAUTY - Jimmy Dean	3535 WIFE OUT - The Surfers	3071 PAT'S GREAT HITS - Pat Boone
3710 COUNTRY MUSIC 1966 - Jimmie Rodgers	3525 GRAVY WALTZ - Steve Allen	3054-B "THE TEN COMMANDMENTS" Sound Track
3704 WOMEN EVERLASTING - Pete King Double	3450 GREATEST ORGAN HITS - Jerry Barker	110 THE MAN WITH THE BANDO - Eddie Peabody

BEST SELLING SINGLES

144 We're Off! Surfer Joe	1916 Morning Means Tomorrow
1405 Tennessee Waltz - Patsy Cline	1870 Color Of Love - Owen The Black
1690 Just A Baby's Prayer At Twilight - White Silver Sands	1874 Allie - Somewhere, My Love
1693 You Don't Need Me Anymore - With Of Grapes	1872 Viva 602 My Way Of Life / Let's Call It A Day
16909 Black Bear / Heave! The Conquerors	1870 Good Time Car - Terms Of Love
16910 Good Time Car - Terms Of Love	1870 Let Me In / Have Times The Second Helping

THE GREATEST TALENT ON RECORDS

This full-page Dot Records advertisement in August 13th Billboard intrigues us particularly by virtue of the conservative (but at the same time, highly praiseworthy) appraisal of the appeal of Miss Bonnie Guitar.



ALFIE'S THEME

by SONNY ROLLINS



MICHAEL CAINE
ALFIE
TONY MARTIN
ALFIE'S THEME
ENGLISH MUSIC CORPORATION
LONDON

Nevada Smith



Every kind of peaceful cooperation among men is primarily based on mutual trust and only secondarily on institutions such as courts of justice and police.

- Albert Einstein

MANILA, Philippines - Paramount International sales manager Milton Goldstein with the Paramounteers of the Philippines on the occasion of his recent official visit here. L to R, seated: F. Sanchez, Concha P. Tuason, S.A. Henriksen (Far East division manager), A. S. Velasquez (Philippines manager), Mr. Goldstein, Conchita de Leon, Ric Javier, Marcelino Torrente. Standing: Mer Trinidad, Rudolfo Engalla, Numeriano Balmes, Noli Coronel, Luis Mariano, Emilio Villa Nueva, Reynaldo Perez, Bienvenido Dungca, Arturo Fajardo, Juan Torres and Benjamin Nucum.

ANG MGA BALITA TUNGKOL SA PARAMOUNT AY PATULOC NA PARAMOUNT (PANGUNAHIN)

Ang nalalapit nang pagkayari ng "Is Paris Burning?" ay patuloy na nagbibigay ng lubos at kasiya-siyang sigla sa lahat ng mga taga-Paramount sa boong daigdig. Ang pelikulang ito na siyang pinakamalaki sa lahat ng mga produksyon ng Paramount mula noong "The Ten Commandments" ay tunay na siyang pinakamalaking bagay na nangyari sa ating samahan sa loob ng mahigit na sampung taong nakaraan. Ang nalalapit nang idaos na mga 'world premieres' sa Paris, sa Nueva York at sa Hollywood ay inaasahang magpuputong sa ating samahan ng bagong-tuklas na kadakilaan.

At sa pagkakabangit ng "The Ten Commandments" ay dapat din nating ibalita na sa halos lahat ng mga muling-pagtatanghal sa Estados Unidos at sa Canada ang kinita nito ay mahigit kaysa noong unang-pagtatanghal, at ang mga halaga ng tiket ay mas mababa kaysa-noong ito ay ipalabas sa 'roadshow'. Samantala, ang mga balita sa matagumpay na pagkakalabas ng pelikulang ito sa Astoria Theatre sa Londres ay matutunghayan ninyo sa maraming pahina ng bi-

lang na ito.

Ang Espanya, noong Julio, ay siyang pook na pinag-gawaan ng kapana-panabik na pelikulang 'bakbakan' na tiyak na magugustuhan sa boong daigdig. Ito ay ang produksyon ng Embassy na ipamamahagi ng Paramount sa boong daigdig maliban lamang sa Estados Unidos at sa Canada at pinamagatang "The Caper of the Golden Bulls." Si Stephen Boyd ang gaganap sa pangunahing papel at ito ay tungkol sa mga pakikipag-tungali sa mga toro sa mga lansangan ng Pamplona na ginaganap minsan taon-taon. Makikita rito ang katapangan ng mga hinata sa Espanya na pakikipagsagupa sa mga toro sa lansangan.

Ang pagkakalakbay ng sales manager ng Paramount International na si Milton Goldstein ay isang tagumpay. Ang mga balita tungkol sa mga mahahalagang pangyayari sa paglalakbay na ito ay matutunghayan ninyo sa bilang na ito na kasama ang mga larawang kuha sa iba at ibang bansang dinalaw niya.

Ang tatlong malalaking pelikula ng Paramount sa panahon ng tag-init—ang "Nevada Smith," ang "This Property Is Condemned" at ang "Assault On A Queen"—ay kasalukuyang umaani ng malalaking tagumpay. Tunay na naiibigang lahat ito ng madla, at ang mga tauhan ng Paramount sa Estados Unidos at Canada ay nakaganap ng mabuting gawain sa pagpapalaganap ng mahalagang balitang ito sa mga may-ari ng mga sine doon.

Ang "Alfie" ay patuloy na siyang pinakamasayang bagay na nangyari sa samahan ng Paramount. Ang palabas na ito ay itinatanghal na sa Australya at ang kasiyahan doon ay napakalaki. Bago ipalabas ito doon ay nakarating sa amin ang balita na mayroong mga mahihilig sa sine na nagtangkang sumuhol upang sila ay makapanood sa mga 'reviews' ng pelikulang ito na ginampanan ni Michael Caine at iyong mga nagkapalad na makapanood doon ay nagkaroon ng tunay na maaring ipagmalaki sa kanilang mga kaibigan. At sa Estados Unidos, ang Paramount ay ngayon lamang nakakita ng ganitong kalaking pagkagusto ng mga may-ari ng sine na mailabas ang pelikulang ito na halos ay nagaaway na sila upang mailabas lamang ito. Malapit na naming ilimbag ang balita tungkol sa mga pagtatanghal nito sa Amerika at inisip namin na baka kailangang gumamit ng asbestos,—inaasahan naming ito ay napakainit.

Sa madaling sabi, ang pananabik sa Paramount hindi lamang sa mga malalaking pelikula ngayon kundi sa mga darating na panahon ay patuloy na lumalaki at lumalaki.

Tunay ngang pumapasok na tayo sa panahon ng kadakilaan.

MANILA - Group at the Ernesto Rufino residence during the dinner given in honor of Milton Goldstein and Svend A. Henriksen by Mr. and Mrs. Rufino. L to R: Ernesto Rufino, Milton Goldstein, Mrs. Elvira Rufino, Svend A. Henriksen, Mrs. Gloria T. Velasquez and A. S. Velasquez.

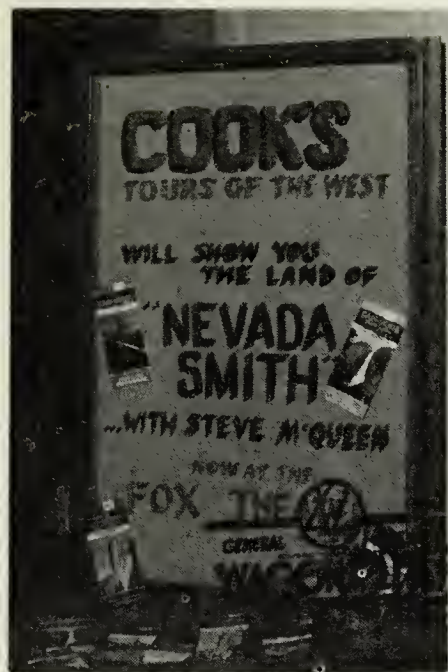
MANILA - Unidentified guest being greeted by General Farolan, an aide of General Mata, Chief of Staff of the Armed Forces of the Philippines. Occasion was the Avenue Theatre premiere of "Judith" in aid of the Philippines Red Cross, Quezon City Chapter.

An optimist is a doctor who tells the mother of six small children to relax.

RIGHT

MANILA - Signs for "Judith" at the Avenue Theatre were everywhere. This one was on Dewey Boulevard - along with a trio of other internationally renowned signs.





ATLANTA, Georgia - The important showmanship tie-up between Paramount and Cook's Tours in behalf of "Nevada Smith" (as illustrated last month), is carrying right across the nation. Above is the Thomas Cook window on renowned Peachtree Street in this city, with a fine plug for the records-setting "Nevada Smith."

THERE IS NO
SUBSTITUTE FOR

SHOWMANSHIP



SINGAPORE - Cathay Organisation's comprehensive campaign of showmanship for "Paradise, Hawaiian Style" received a splendid assist from Crown Radio-Phone, local representative of RCA Records, TV and Radios. Even to the placing of cutouts on this important corner of Orchard and Penang Roads.



CHICAGO - This showmanship for "Nevada Smith" projected the pair of messages - "SEE NEVADA SMITH" and "CHICAGO THEATRE" - 900 times daily between 2 p.m. and midnight. The sign is on the Kennedy Expressway at Kimball Avenue, and the two messages were part of an 8-message cycle. Sign is controlled by Radio WMAQ and the message is 53 feet wide.



PHILADELPHIA - Stanton Theatre and Radio Station WPEN's Ken Carson teamed very effectively for showmanship on "Nevada Smith." Carson (in centre), an extremely popular radio personality, hosted a contest on his nightly radio show in which he invited listeners to write him reasons why they'd like to go to a special preview of "Nevada Smith" with him. Winners attended the theatre party and received "Nevada Smith" sound-track albums.

Paramount's local advertising and publicity manager, Harry Schmerling, engineered the showmanship.



TORONTO - Bert Brown, manager of the Imperial, does a listen at the huge telephone set up in the lobby of the theatre so that patrons could hear about the upcoming "Assault On A Queen."

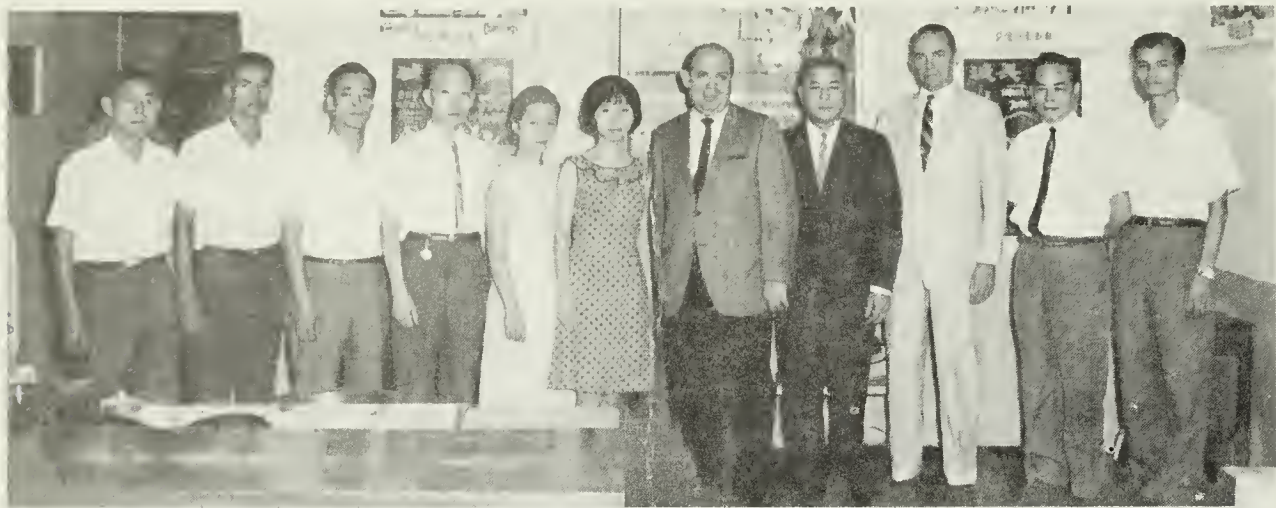


TOKYO - The simulated "Wild West Duel" never had a better motivation than in the showmanship plan for "Nevada Smith." Setting was established in the great open space in front of the Shochikukaikan and the exponents were experts in the six-shooter art. Above, they are shown in action. At right, the victor demonstrates his triumph by displaying a sign telling of the theatres showing "Nevada Smith."



SAN FRANCISCO -- Lennen & Newell hired two Hawaiian girls dressed in colorful native attire with leis to pass out 2,000 heralds and 2,000 orchids during the busy noon hour in Union Square and the financial district, on the opening day of "Paradise, Hawaiian Style." Promotion coincided with the Shriners convention - and there were 100,000 Shriners in town.

Paperback editions of books filmed have become integral parts of all showmanship campaigns. Included in the editions upcoming based on Paramount productions are: "Is Paris Burning?", "Oh Dad, Poor Dad," "Hurry Sundown," "Seconds," "Funeral In Berlin," "Alfie," "Eldorado" and "Warming Shot." All will be illustrated with scene stills.



TAIPEI - Messrs Goldstein and Henriksen with the Paramounteers of Taiwan. L to R: H.F. Lo, Ben Chiang, S.A. Henriksen, Andrew T. Fan, Milton Goldstein, Nancy K.S. Chang, M.L. Shung, Carlton C.T. Cheng, H. Chow, T.T. Wong, C.H. Ling.



TAIPEI, Taiwan - One of the many groups of film dignitaries who welcomed Paramount International sales manager Milton Goldstein at Taipei Airport. President of Tien Hsiang Theatre, Hwa-Lien, Mr. C.K. Huang, greeting Mr. Goldstein, with Paramount manager Andrew T. Fan and Mr. A.M. Chang, President of Ambassador Theatre, in centre background, and Far East division manager S.A. Henriksen at left.



TAIPEI, Taiwan - Massive poster for "Red Line 7000" on side of the Ambassador Theatre. Size can be judged by comparing it with a conventional 24-sheeter on the same picture immediately beneath it. (Actually the poster is 60 feet wide by 30 feet deep).

THIS COLUMN WAS INTENDED FOR LAST MONTH'S ISSUE. IT FAILED TO ARRIVE IN TIME.

光榮的「巴西五十週年」

派拉蒙在巴西發行影片已有五十年，全世界與派拉蒙有關的人們對巴西的派拉蒙人員，一定覺得非常光榮，同時懷念他們從前和今日為派拉蒙服務的功績。

派拉蒙新片「Alfie」在英國已樹立了我們公司空前的寶座紀錄——但這僅是個開始。這部單純的影片將成為電影史上最成功的傑作之一。世界各地都欲得此片先睹為快，所以我們對此片要特別珍視。在美國方面已鄭重的定下在十一月份發行的計劃，並

預期這片在那裏也將刷新寶座的成績。

同時，另外一部巨片也在創造紀錄，這部片是李文（Joseph E. Levine）製片的「Nevada Smith」，由亨利·哈塞威（Henry Hathaway）導演，史提夫·麥昆（Steve McQueen）主演。幾個月來大家集中於這部新片，現在更認為它是大衆影迷心目中最重要的出品。美國各地戲院紛紛訂期，競創寶座紀錄，現在已經震撼了「四虎屠龍」

（The Sons of Katie Elder）的偉大紀錄，這個消息可表示大衆歡迎「Nevada Smith」的力量。

本期正要付印時，派拉蒙國際總裁潘京士（James E. Perkins）正結束了他今年經常的重要業務考察旅行之一。他的行程，包括倫敦、巴黎、羅馬與巴塞羅納。在本期第十一頁有關於此事的圖片報導。他看到大家對派拉蒙新片的擁護在不斷的滋長，尤其對巨片（Is Paris Burning?）的望眼欲穿，超過了對以往任何的巨片。

同時，「Is Paris Burning?」片的一切剪接工作在巴黎就將完竣，也將定期在巴黎與紐約作世

界首映，勢必引起全球的注意。

在美國南部製片人奧圖·柏力明哲（Otto Preminger）在炎熱和潮濕的氣候下攝製另一部他獨創一派的巨片，他自兼導演，巨星米高·甘恩（Michael Caine），珍·方達（Jane Fonda）和許多優秀演員合演，由著名小說「Hurry Sundown」（太陽快快下去吧）改編，這個書名充滿憤恨的深意，可能也將用作片名。

在倫敦新片「Funeral in Berlin」也即將攝製完成，米高·甘恩正是演完這部巨片後飛渡大西洋去向奧圖·柏力明哲導演的新片中報到。

的確，今天全世界都有派拉蒙雄風。



SINGAPORE - Palace Theatre in Katong certainly featured Elvis Presley and "Paradise, Hawaiian Style" when the Hal Wallis production was the attraction. (Note at left the 'Now Showing' notice in English, Malay and Chinese).

派拉蒙至高無上

巨片「Is Paris Burning?」的完成，繼續使派拉蒙全世界各地的人員感到最大的興奮。這部派拉蒙繼「十誡」（The Ten Commandments）以後的最大巨片。的確名符其實，將來在巴黎、紐約、好萊塢的世界獻映，一定會替我們公司創下新紀錄。

提到了「十誡」，它真是不朽之作。在美國、加拿大每次公映，其寶座都超越它的第一次成

績，而且這次的票價比第一次優先獻映的較低。同時我們收到該片在倫敦公映的捷報，詳細情形刊於本期。

七月中，在西班牙開拍一部以動作爲主的巨片，將來此片一定會受全球大衆歡迎。它是恩培塞（Embassy）公司的出品，（除了美國與加拿大以外均歸派拉蒙發行），片名為「The Capet of the Golden Bulls」，由史提

芬·杯（Stephen Boyd）主演，以龐布洛那（Pamplona）城之街上鬥牛爲題材，這種在街上與兇猛的野牛搏鬥，在該城每年舉行一次，以表示西班牙青年的敏捷和勇敢。

派拉蒙國際公司營業部經理高斯坦（Milton Goldstein）在全世界考察業務有成功的收穫，本期中有很多關於他此行的報導及圖片。

派拉蒙今夏三大巨片——「Nevada Smith」、「This Property Is Condemned」與「Assault On A Queen」——均大有收穫，大受觀衆的歡迎。派拉蒙在美國與

加拿大同人的功勞也不可埋沒。

派拉蒙另一新片「Alfie」已成爲奇蹟的繼續受各方面的歡迎。這部喜劇現在澳洲名利雙收，在開映之前影迷們均爭先恐後想看這部米高·甘恩（Michael Caine）作品，看過後又極力向朋友們推薦。在美國該片也史無前例的得到觀衆與戲院熱烈支持，我們截稿時它的捷報還似雪片的飛來。

總之，派拉蒙不但已經有了許多巨片在發行，而且還有不少精品即將問世。

我們無疑的進入了一個成功的新時代。

W I N D O W O N T H E W O R L D



NEWCASTLE, England - Suzanna Leigh, who got her first major break in films playing an airlines hostess in Hal Wallis' "Boeing Boeing," recalls that fact as she arrives here on a personal appearance tour in connection with "Paradise, Hawaiian Style."



BARCELONA, Spain - This fine trophy, being held jointly by Henri Michaud and Frank A. Siter, is being presented to the Real Club de Golf of this city by Mr. Siter for permanent competition.



Producer-director Otto Preminger very often appears before the cameras in the pictures he is making, usually for rehearsal demonstrations of the dramatic effects he is seeking. When he does, he has to be measured for lens distance, too. Here is one such instance photographed during the filming of his latest massive dramatic creation, "Hurry Sundown."

TEL: 331525 THE QAYADAT DAILY BOMBAY-9 REGD. NO. 571



Bathing girl photos are all well and good, in their place, but how about a photo of a bathing male for a change? Like this one of Tony Curtis on the French Riviera, working like fury on "Arrivederci, Baby!"

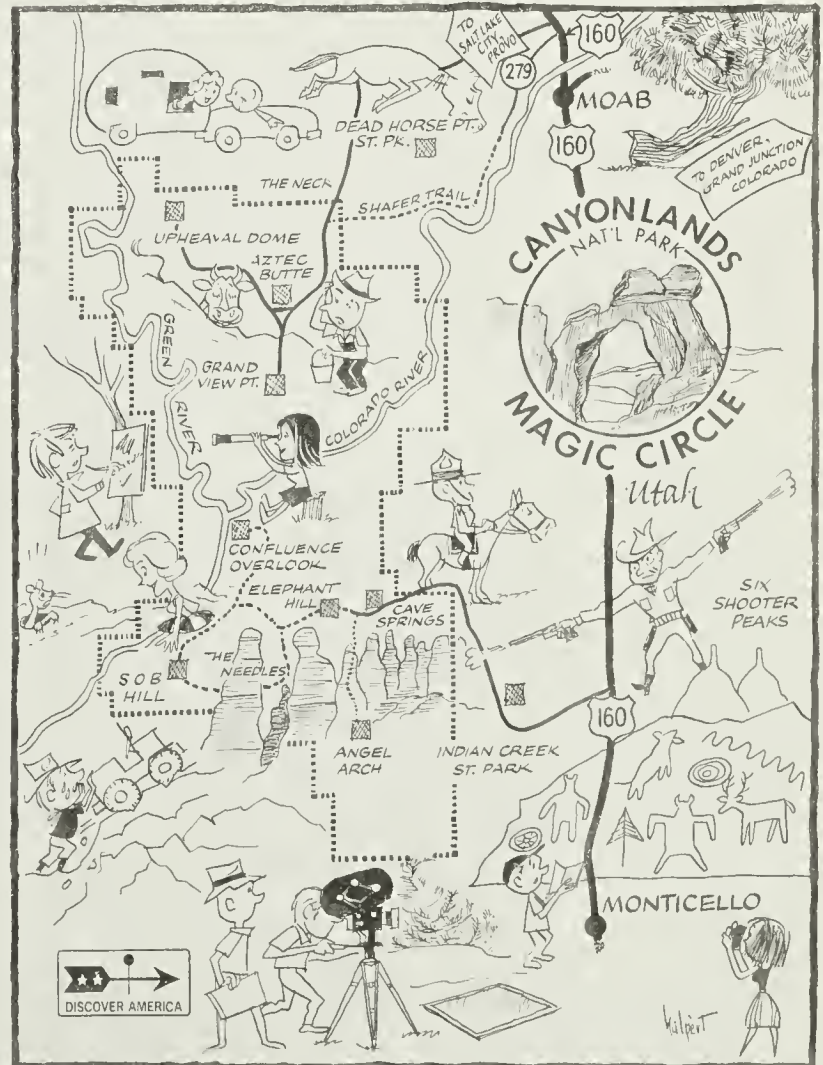


بیسر ماؤنٹ کی فلم اسپائی ہوٹل ان فرام دی کولڈ

بہترین اداکاری پر رچرڈ برٹن کو انعام ملا!

روم انڈر ویل کی گرام، رچرڈ برٹن نے بہترین اداکاری کے طور پر ایلی کا مشہور اداکار ڈیوڈ ڈیوڈسٹو کو ایلی کا مشہور اداکار ڈیوڈ ڈیوڈسٹو کی شاندار تصویریں اسپائی ہوٹل ان فرام دی کولڈ کے لئے دیا گیا ہے۔ اس فلم کو مارٹن رٹ نے ہدایت کیا ہے جس نے ہدایت کی ہے۔ اس فلم میں رچرڈ برٹن کے ساتھ کیرولو، اسکرین نے بھی اداکاری کے جوہر دکھائے ہیں۔ یہ فلم جان لی کر کے اس ناول پر مبنی ہے جس نے ایلی دنیا میں پہلی بار اسپائی ہوٹل ان فرام دی کولڈ کے لئے ہدایت کی ہے۔ اس فلم کی ہدایت۔ رٹ نے کی ہے۔

BOMBAY - One of a host of examples of publicity in the local press in conjunction with the highly successful presentation of "The Spy Who Came In From The Cold" at the New Empire Theatre.



CANYONLANDS, U.S.A. On Page 20 you will have read about the wonderful 17-minute short feature, "Road To Adventure, USA" which is being distributed by Paramount. This map will serve to identify many of the wonderful spots in Canyonlands. It will be reproduced in more than 700 U.S. Sunday and daily newspapers, timed with the release of the Paramount short.

DISTRIBUTION NOTE:

"THE CAPER OF THE GOLDEN BULLS" is a Paramount release world-wide -- excepting in the United States and Canada.

"The Caper Of the Golden Bulls"



Stephen Boyd takes time out from location filming in Spain to court a fifteen-foot carnival princess. These huge figures, used

in both a religious procession and a daring escapade, play very important dramatic roles in "The Caper of the Golden Bulls."

"The Caper of the Golden Bulls," produced by Joseph E. Levine in Pamplona, Spain, and in the Paramount Studio in Hollywood, is not only a saga of tingling adventure, but a highly colored exercise in sex, stealing and skulduggery, with a very popular cast and some of the most gorgeous Spanish scenery ever included in a dramatic film.

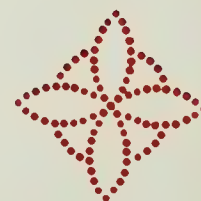


PAMPLONA, Spain - Stephen Boyd and Giovanna Ralli, co-stars in "The Caper of the Golden Bulls," enjoy a cold drink on a hot afternoon at the Inn of the White Horse during the filming of the Joseph E. Levine suspense-packed thriller.

Picture is now continuing production at the Paramount Studio in Hollywood, and word is that Giovanni Ralli is a real 'dazzler.'



Stephen Boyd, Henry Beckman, Vito Scotti and Noah Keen mingle with hundreds of thrill seeking runners waiting for the 7 a.m. rocket that will send them sprinting through the streets of Pamplona ahead of the six wild bulls.



THE SWINGER

is a problem picture.

It tackles, and solves splendidly, the problem of how to spend a gay and bouncy evening at the movies.

It does its solving with the light-hearted help of pert, pretty, piquant and thoroughly talented Ann-Margret; with the help of Tony Franciosa turned comic; and with fine assists in fun-filled vein from Robert Coote, Horace McMahon, and from Nydia Westman, who should be seen on the screen hereafter in more such comic roles as she delivers in this rollicking funfest.

Nobody would dare to say "Who's Afraid of The Swinger?" after the very first open-eyed glance at Ann-Margret, who is most liberally introduced to the audience in a set of credit titles well worth part of the price of admission.

And since all of this was put together handsomely by director-producer George Sidney, we should know that not only do we have a fine slab of rich and colorful entertainment in "The Swinger," but since Mr. Sidney will later direct and produce "Half A Sixpence" as Paramount's most ambitious musical to date, "The Swinger" is a pointer to what we can expect of Mr. Sidney's production of the London musical.



MOTION PICTURE INDUSTRY ALL-STAR SOFTBALLERS TRIUMPH OVER COLUMBIA BROADCASTING SYSTEM



The motion picture industry's team included these three Paramount players — Ralph Martin, John Rooney and Art Hessel — and announcer Bob McKeown (who made the CBS network with his broadcasts). The glamor touch was provided by actress Greta Thyssen, who made more photos than the players made errors.



Action picture of Art Hessel at bat, contributing to the winning score of 8-0. At the game's end, MPI Softball League president Norman Robbins proudly collected, and will hold for a year, the trophy donated for the game by the Will Rogers Hospital.

Bob McKeown very effectively carried out his broadcasting chores. Aiding him with comments was Charles McMains, Paramount office manager and graphic arts purchasing manager.



Photos by ED SULLIVAN

On the evening of Wednesday, August 10th, the softball field at Cantiague Park, Hicksville, Long Island held between 4,000 and 5,000 fans who had come to aid the Will Rogers Hospital, and additionally to see the Motion Picture Industry All-Stars do battle with the Columbia Broadcasting System. A fine letter from general sales manager Charles Boasberg to all Paramounteers, urging attendance, was one big factor contributing to the huge crowd, who saw the MPI team triumph by the score of 8-0.



Portion of the cheering section, with some Paramounteers adding their cheers. Noted in the front rows are Mr. and Mrs. Joe Perkowsky, Marilyn Bettinger, Frances Hessel, Ed Lester, Grace Ganguzza and Lois Curtin.

Below, Paramounteer John Rooney about to swing a wicked, run-collecting bat.



FURTHER EVIDENCE OF THE MIGHTY SUCCESS OF BRAZIL'S GALA FIFTIETH ANNIVERSARY

During last month's 50th Anniversary Week in Brazil, the Paramounteers of that country out-grossed, out-matched and out-spanned every single week's business record of the company in the entire 50 years.

And, adds Latin American division manager Henry B. Gordon, "this fantastic business record was accomplished in spite of the most adverse conditions the motion picture industry has ever been confronted with in Brazil."

CABLES

Received too late for inclusion in last month's special Brazil Anniversary issue was this cable from Continental general manager Henri Michaud expressing admiration and pride in the great accomplishments of the Paramounteers of Brazil.

LT

ADHEMAR LEITE CESAR PARAMOUNT RIO DE JANEIRO BRASIL

THE FIFTIETH ANNIVERSARY OF THE PARAMOUNT ORGANIZATION IN BRAZIL CELEBRATES SIGNIFICANTLY HALF A CENTURY OF GLORIOUS ENTERTAINMENT OFFERED TO THE PUBLIC AS A RESULT OF LOYAL AND ENERGETIC EFFORTS MADE BY ALL WHO WORKED IN THE PAST AND ALL WHO STEADFASTLY PROMOTE OUR VALUABLE PRODUCT IN YOUR TERRITORY AT PRESENT STOP MY SINCERE CONGRATULATIONS AND GOOD WISHES FOR PROLONGED AND EVER INCREASINGLY SUCCESSFUL ACTIVITY STOP UM FORTE ABRACO

HENRI MICHAUD

Division Manager H.B. Gordon

also cabled his congratulations from Mexico City in these terms:

MY VERY BEST WISHES FOR FIFTIETH ANNIVERSARY TO YOU AND ALL YOUR PARAMOUNTEERS. WITH ALL OF US WORKING AS A TEAM PARAMOUNT IS LOOKING FORWARD TO AN EVEN GREATER FUTURE.

What has happened in Brazil with the celebration of Paramount's Fiftieth Anniversary there - and what is happening all over the Paramount world - represents the

enduring quality of our compact organization as a continuing provider of the very best motion picture, television and related entertainments for all races and peoples.



RIO DE JANEIRO - Participants in the 50th Anniversary Party, held in the storage area of the Rio office, transformed by the wizardry of the Paramount publicists under Oswaldo Rocha into a gay, festive and nostalgic spot. The participants, reading from left:

Sergio Roberto Vargas, Manoel Camargo, Waldereiz Lara Peixoto, Pedro de Souza Costa, José Dnajar Teixeira, Jair Mendes, João Lepiano, Modesto Farias, Arlete da E. Albuquerque, Lenira de Andrade, Emy Ribeiro da Silva, Iara da Silva Batista, Paulo de Souza, Josamar da S. Batista, Marly dos Santos Abreu, José Borges Furtado, Wilma Tavares dos Santos, Celestino dos Santos Mathias, Francisca F. do Nascimento, Walter J. Balmant, Nadyr Amaral Dutra, Oswaldo Leite Rocha, Louraneide Maciel Tavares, Pedro João Prinzeff, Domingos Battestin, Nilza Wergette de Barros, Miracema Glória de A. Couto, Maria Alteir Benevenuto, Maria Arcângela M. Dias.



Precedent-setting was this issue of Brazil's leading film industry magazine, O Exibidor. Never before has any company received such a tribute, which was amplified by the fact that the striking cover was backed by 31 pages of pictures and text, all devoted to Paramount.

Tribute by the V.O.A.



RIO DE JANEIRO - So importantly did the 50th anniversary of Paramount operation in Brazil rank, that the Voice of America requested an interview with Oswaldo Rocha which was broadcast throughout the nation. As shown above, the Paramount director of public relations was interviewed by Wolney Silva. In the course of his talk, Mr. Rocha outlined the fine part that Paramount has played in Brazil's motion picture industry and discussed at length the new product the company is bringing to Brazil's cinemas. Tapes of the broadcast have been sent to Voice of America headquarters in the U.S. for further relay to Portugal and its overseas territories.

THE EYES (AND THE HEARTS) OF THE WORLD AWAIT....

記成未黎巴焚火

片巨頭堆大事故黎巴復光軍盟戰大次二品出蒙拉派

寇拉克道
格拉斯道
飾演柏
頓將軍

火焚巴黎未成記



拍攝經過

女性影迷偶像
醜星揚波貝蒙

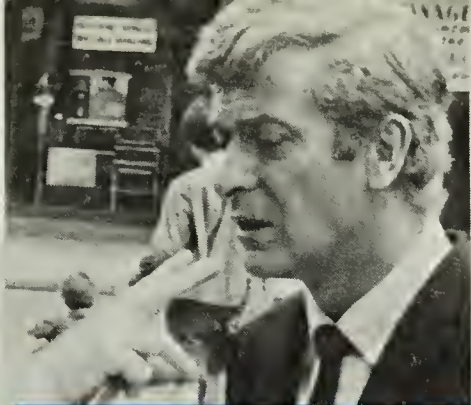


喬治却克里斯與
亞蘭德倫的合作



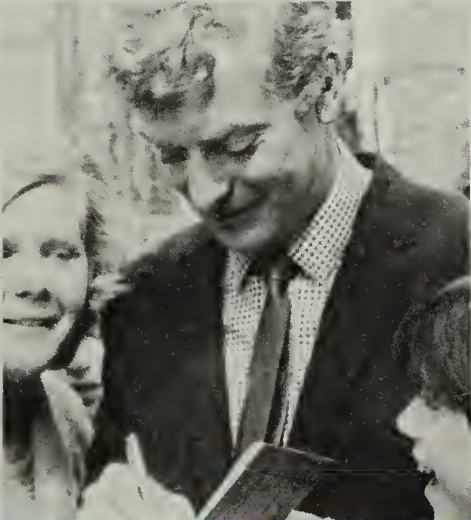
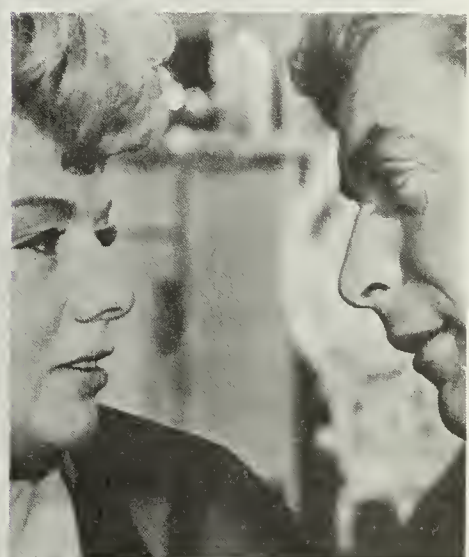
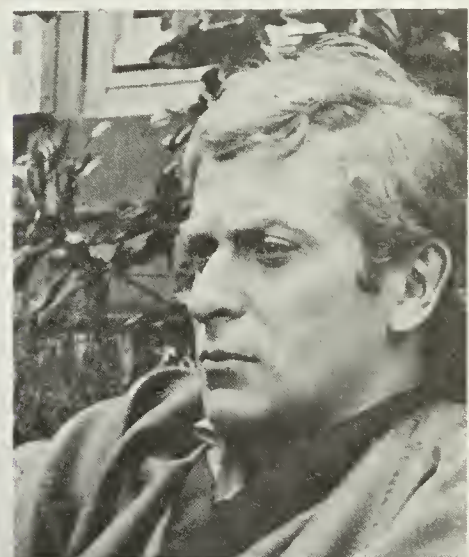
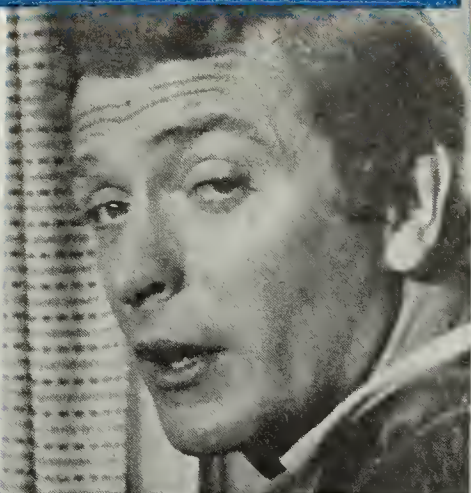
Already they are reporting, and talking about, "Is Paris Burning?" in Taiwan. Here is a more-than-half-page article on the mighty picture from the July 15th issue of Taipei's newspaper, Hwa Pao Daily.

IS PARIS BURNING?



Paramount WORLD

Volume 12, Number 9 September, 1966



The Fabulous Faces of "Alfie"



Paramount World

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ALBERT DEANE, Editor

Volume 12, Number 9 September, 1966

ELECTED A PARAMOUNT PICTURES CORPORATION VICE-PRESIDENT



BERNARD DONNENFELD

Bernard Donnenfeld has been elected a vice-president of Paramount Pictures Corporation, it was announced August 16 by George Weltner, president. He will serve as executive in charge of studio and production administration.

"Mr. Donnenfeld's election as a vice-president marks another forward move in the implementation of Paramount's expanded worldwide production program," Mr. Weltner and Howard W. Koch, vice-president and studio and production head, said in a joint statement. "He has demonstrated a keen knowledge of all aspects of production and studio administration and we feel that he will continue to make a significant contribution to the company's important and far-reaching present and future production program."

Prior to becoming associate head of studio activities early

POWER

As you proceed through this issue of Paramount World, many facts should be apparent concerning Paramount's ace-high level of product. But one fact will be super-apparent -- the fact that in "Alfie," Nevada Smith" and the re-engagements of "The Ten Commandments" we have a trio of gems of "purest pay sublime." These aren't just merely pictures -- they are platinum mines, with diamonds thrown in as dividends. They're the tops! The industry's tops!

The record of "Alfie" in its two-cinema New York run (a fore-runner of U.S. and Canadian triumphs that run into the thousands), and the round of super-successes scored by the film in Great Britain - these are not only history, but definite directives to Paramounters the world over calling for repetition.

As for "Nevada Smith" -- here is the toppingest Western of them all, with multi-theatre capacity successes in Japan, Great Britain, Trinidad (where eager crowds three times busted down the doors of the house to get in), France (where the all-time record for the Paramount Theatre was notched by this great film), Holland (where new all-time records have been registered in Amsterdam, Rotterdam and The Hague), and now Germany has joined the "Nevada Smith" cash caravan.

Third in the trio is "The Ten Commandments," and on Page 9 will be found the statement of predicted fact which says that the indications now are apparent that the mighty Cecil B. DeMille production already is destined to be the greatest money-making re-engagement film in all Paramount history.

(And we can proudly say all of this without even touching on another towering production called "Is Paris Burning?" My! What a wonderful era has come to Paramount!)

in 1965, Mr. Donnenfeld served as assistant for production activities to Mr. Weltner in New York. He joined Paramount in 1957 in an executive capacity and was executive assistant to Jack Karp, former Paramount studio head.

REFERENCE: See Pages 20,21,25 for "Alfie," Pages 29 and 30 for "Nevada Smith," Page 9 for "The Ten Commandments".....and Pages 3, 4, 5, 8 and 40 for "Is Paris Burning?"...Plus individual references to the four everywhere.

IS PARIS BURNING?

Here →

October

13

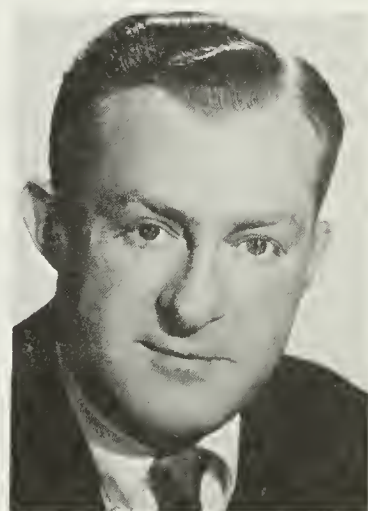
A
World
Film

Premiere that bids fair to be the most
ennobling, most exciting and most
widely reported premiere in all cinema
history.



JOSEPH FRIEDMAN, Paramount Film Distributing Corporation vice-president and director of advertising and public relations, has returned from Paris where he completed arrangements for next month's world premiere there of "Is Paris Burning?"

In Paris, Friedman conferred with French government officials, and with Paramount executives Henri Michaud, Guenter Schack and John Nelson-Sullivan.



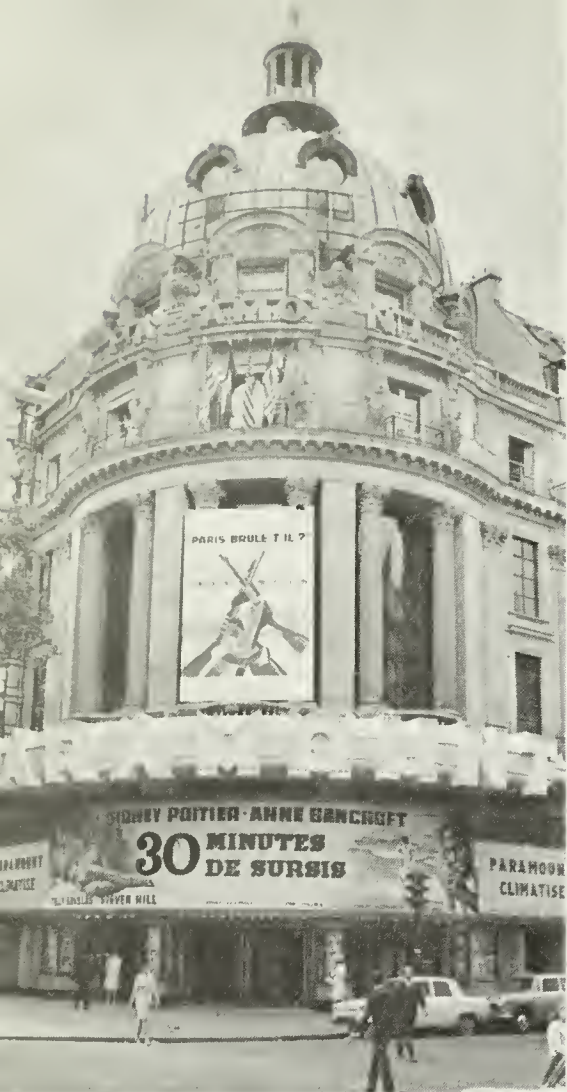
Renewal of Agreement

for distribution of Paramount films in the Republic of South Africa is completed between Andre Pieterse, president of Ster Films (third from left) and James E. Perkins, president of Paramount International Films. At left is Milton Goldstein, sales manager for Paramount International. At right, George G. Hoff, Paramount Counsel and Assistant Secretary. Second from left is Robert Lasky, New York attorney representing Ster Films.

IS

PARIS

BURNING?



Through a number of changes of program at Le Paramount, this eye-catching and attention-compelling sign, at left, has remained at this great Crossroads of the World as a notice to tens of millions of the coming of the Epic of the Decade, "Is Paris Burning?"

Director René Clemente, Academy Award-winning composer-conductor Maurice

Jarre and authors Larry Collins and Dominique Lapierre have received Paramount invitations to join the stars and attend the gala American premiere of "Is Paris Burning?" November 9 at the Criterion Theatre in New York.

Recently, from New York, Paramount issued an invitation for all former U.S. servicemen who had participated in the Liberation of Paris on August 25, 1944, to get in touch with the company. As of the time of our going to press, more than 150 responses had been received. One of these was from Massachusetts Lieutenant Governor Elliot L. Richardson, who entered Paris as part of the Liberation forces of the 4th Infantry Division. A winner of the Bronze Star and Purple Heart with Cluster, Lt.

Gov. Richardson was a lieutenant platoon leader with Company B, 4th Medical Battalion, as part of the 12th Combat Team.

The issuance of the Paramount invitation was given very fine press coverage right across the US, a particularly fine instance of this being Allen M. Widem's Coast-to-Coast column in the Hartford (Conn.) Times of August 29. Allen devoted six columns to "Is Paris Burning?", the search for participants, and an illustration which showed the stellar cast and a scene from the picture.

Persons who participated in the Liberation of Paris, 22 years ago, on August 25, 1944, are being sought by Paramount in conjunction with the release of "Is Paris Burning?" in New York City next November 9.

All veterans with interesting first-hand stories to recount about the Liberation, are asked to contact: "Is Paris Burning?" Editor, Paramount Pictures, 1501 Broadway, New York, NY 10036.

In addition to former members of the United States Fourth Division, which shared in the glory of freeing Paris, other ex-G.I.'s and American and French civilians who were involved in the events of that day are invited to contact Paramount.

(We believe, for instance, that there were some U.S. Paramounters involved in this historic event.)

LARRY COLLINS & DOMINIQUE LAPIERRE

August 18, 1966

Mr. John Jones
John Jones & Company
11 Jones Street
Jonesville, New York
U.S.A.

Dear Mr. Jones:

As authors of "Is Paris Burning?" we are happy to inform you, as someone particularly close to the film industry, of the immense satisfaction we felt recently in screening, for the first time, the finished version of the motion picture representation of our book. It is a brilliant and beautiful piece of work, a film that is above all worthy of the subject and the magnificent city it seeks to honor.

During the three long and sometimes painful years that went into the research and writing of "Is Paris Burning?", we often thought what a wonderful film might be made from this story of Paris' brush with destruction. Never, however, did we think that film could be made in 1966, in a Paris transformed by twenty years of peace and prosperity. Yet, through a happy concordance of circumstance and talent, that film has been made. We are genuinely proud of it, and of our role in its making. Rarely have writers been better served than we have been by the men and the resources which produced the film "Is Paris Burning?". The film contains, we honestly believe, scenes whose starkness or beauty will be recalled by the motion picture industry for years to come.

Director Rene Clement has worked with a blend of poetry and brutality, and a breathtaking attention to detail. He was ably seconded by scores of stars and thousands of extras and technicians. The personal satisfaction of everyone with a job well done was unhappily marred by the tragic death of the film's producer Paul Graetz who sought with this film to conclude a distinguished career in your industry. The film's very existence is above all a tribute to his tenacious efforts. It is an achievement of which he would certainly be proud and which must surely bring great satisfaction to all who were associated with it. "Is Paris Burning?" is a just and touching tribute to Paris and the men who fought and died in the summer of 1944 to save her from destruction. There is, really, no finer compliment that can be paid the film than that.

We hope that when this film is finally scored and edited and shown to you later this year, your enthusiasm for it will equal ours. With this in mind, on the eve of the twenty-second anniversary of the Liberation of Paris, we are taking the liberty of having sent to you a copy of the latest edition of our work as a foretaste of the entertainment which we believe awaits you.

Sincerely,

Larry Collins
Larry Collins

Dominique Lapierre
Dominique Lapierre

This letter, accompanied by a copy of the book, "Is Paris Burning?", was airmailed from Paris directly to hundreds of U.S. exhibitors, film critics and columnists to further prepare them for the gala premiere of the film on November 9th.

What Could Have Been
Great Sorrow, Became
Instead Great Joy!

5



Today is the day they would have burned Paris.

Twenty-two years ago today, that is.

But, on that 25th of August, 1944, Paris was not burned. Paris was liberated. Not as a rubble, as had been planned. Paris was liberated as the shining City of Love it has always been.

But it was a great day that almost didn't happen.

For, Paris was nearly killed before she was liberated.

"Burn Paris!" was the command that had come shrieking over the phone.

How Paris escaped this death sentence has been brought blazingly alive in the forthcoming Paramount motion picture "Is Paris Burning?"...by an all-star cast from the film capitals of the world...while it is still an international bestseller.

In its breadth and depth will come all the incredible but authentic events, the private passions, the rising up of the people, the advancing American tank columns, the housewives and storekeepers who faced death and worse...the jubilation of The Liberation itself.

"Is Paris Burning?" will open soon in the capitals of the world.

PARAMOUNT PICTURES
SEVEN ARTS/RAY STANK
PRESENTS
**IS
PARIS
BURNING?**

With a stunning international cast, (standing in alphabetical order):

JEAN-PAUL BELMONDO • CHARLES BOYER • LESLIE CARON • JEAN-PIERRE CASSEL • GEORGE CHAKIRIS • ALAIN DELON • KIRK DOUGLAS • GLENN FORD • GERT FROBE • YVES MONTAND

ANTHONY PERKINS • SIMONE SIGNORET • ROBERT STACK • MARIE VERSINI • SKIP WARD • ORSON WELLES • Produced by PAUL GRAETZ • Directed by RENE CLEMENT • Screenplay by GORE VIDAL • Story by GORE VIDAL • FRANCIS COPPOLA

Additional dialog by MARCEL WOLFF • Music by MAURICE JARRE • Based on the book by LARRY COLLINS • Edited by DOMINIQUE LAPIERRE • A Paramount Release • PARISIAN

"IS PARIS BURNING?" OPENS NOVEMBER 10 • ALL SEATS RESERVED
CRITERION THEATRE • BROADWAY AT 45th STREET • JU 2-1796

This full-page ad
which appeared Aug. 25
in The New York Times,
appeared the same day
in top newspapers in
the following world
cities

.....

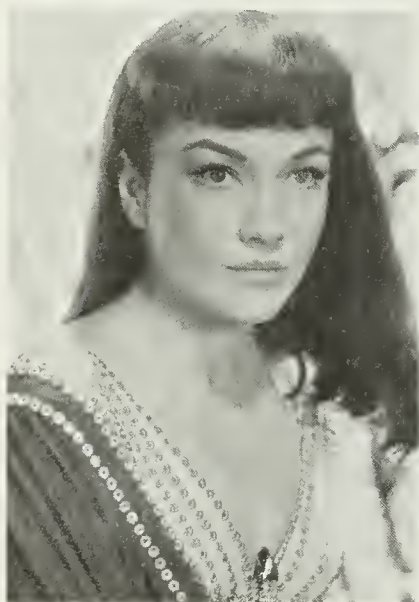
LOS ANGELES
LONDON
CHICAGO
PARIS
WASHINGTON
MONTREAL
BRUSSELS
AMSTERDAM

More news about this
great international
campaign on Page 40.

NEWS FROM THE U. S. BRANCHES

The correct spelling of the title of the Tony Curtis comedy — and it is a spelling which must be rigidly adhered to — is

ARRIVEDERCI, BABY!



ANNE BAXTER, well-remembered for her role in "The Ten Commandments" as well as for her Academy Award-winning performance in "The Razor's Edge," has been signed to star with Sid Caesar in William Castle's "The Busy Body." Robert Ryan also stars in this modern gangster spoof.

In her first Hollywood film in four years, Miss Baxter will portray a lovely swindler who nearly gets amateur gangster Sid Caesar nabbed by the police, shot by her irate husband and rubbed out by his own crime syndicate.

Two Paramount films, "Alfie" and "This Property Is Condemned," were named by the New York Daily News as among the top six films released in New York City in August.

There has been offered as a suggestion the fact that the very excellent short subject entitled "Three Parts of Gaul" is an ideal companion film for exhibition with "Alfie."

Surefire Tip From Charles Boasberg

The telegram to all U.S. and Canadian branch and division managers in which Paramount general sales manager Charles Boasberg told of the sensational openings of "Alfie" in New York City, also had the following news about a pair of forthcoming toppers which Mr. Boasberg had recently seen during a studio visit. This is that news:

"...Also want to advise you that while at the studio I saw the greatest Western ever made — ELDORADO — which you will have the privilege of seeing soon. You will be tremendously surprised and thrilled when you look at WARNING SHOT. This is one of the best murder mystery pictures ever made."

CLEVELAND

We recently welcomed a new employee to the Cleveland Branch, Gloria Jackson. Gloria is fascinated with the Motion Picture Industry — but then who isn't.

I just celebrated a birthday (27th) on September 1st and this is, and I quote the kinda birthday card I received— "A BIRTHDAY POEM FOR YOU" — BIRTHDAYS COME BUT ONCE A YEAR, 'TIS NOT A TIME FOR SORROW. SO SING AND RAISE A GLASS OF CHEER AND BE TO WORK ON TIME TOMORROW. HAPPY BIRTHDAY — FROM THE BOSS. (I was)

Vacations will soon be all over. Judy Hardy spent a couple of days at Niagara Falls, Claudia Astrom spent a week in Marietta, Ohio, visiting relatives and Tony Reinman is now on vacation and he is spending some time in the "Black Hills." That's right the "Black Hills." Mr. Henderson will be starting his vacation and will be traveling the West Coast.

We screened "Arrivederci Baby" last week

The largest field force in the motion picture industry, including a new 15-man merchandising and marketing team, is currently at work spearheading "Is Paris Burning?" across the United States and Canada. This is the first enlargement since the company's highly successful campaign of Cecil B. DeMille's "The Ten Commandments."

Headquartered in the initial domestic premiere cities of the reserved-seat attraction, this 15-man team will be under the direction of Bernard M. Serlin, Paramount's field advertising and publicity manager, and will work closely with Paramount's division advertising-publicity managers.

The 15 merchandising representatives are: Woodrow Praught, Detroit; Miss Dorey DeAngelo, Kansas City; Jack Wodel, San Francisco; Miss Nina Cutrubus, Salt Lake City; Bob Litito, Denver; Ernest Johnson, Washington, D.C.; Jerry Rafshoon, Atlanta; Judd Sheppard, Pittsburgh; Jerry Ribnick, Houston; Robert Miller, Minneapolis; Ray Nemo, Cincinnati; Miss Elaine Fried, Cleveland; Howard Pettingill, Miami; Paul Levi, Boston.



Hot Wires About "Arrivederci, Baby!"

Right after the first sneak screenings of Paramount's ace-high comedy, "Arrivederci, Baby!" the tingling telegrams started coming in. Here are a couple, one from Philadelphia and the other from Dallas:

From Harry Schmerling, Philadelphia

SNEAK OF "ARRIVEDERCI, BABY!" AT STANTON SATURDAY NIGHT GENERATED EXTRAORDINARY AMOUNT OF LAUDATORY REMARKS ABOUT FILM. CONSTANT AND HEARTY LAUGHTER THROUGHOUT. APPEARS TO BE ONE OF THE MOST SOLID AND ENTERTAINING COMEDIES TO COME ALONG IN A WHILE.

From Bill Schaefer, Dallas

"ARRIVEDERCI, BABY!" SNEAK PREVIEWED AT MAJESTIC, DALLAS, JULY 31, TO SLAMBANG 2500 CAPACITY AUDIENCE COMPOSED OF BROAD CROSS-SECTION OF TEXAS MOVIEGOERS COMPRISING ADULTS AND TEEN-AGERS. AUDIENCE REACTION FROM OPENING SEQUENCES THROUGH CREDITS AND THEN INTO ACTION OF PICTURE SPONTANEOUS AND ENTHUSIASTIC. CURTIS AND HIS HENCHMAN LIONEL JEFFRIES DREW LARGE GUFFAWS THROUGHOUT THEIR ANTICS AND AUDIENCE APPRECIATED BEAUTIFUL WOMEN AND STUNNING LOCALE SHOTS THROUGHOUT. AUDIENCE REACTION VERY FAVORABLE MISSING NONE OF THE SIGHT GAGS AND CATCHING MOST OF THE ORAL JOKES, IN SOME CASES IN LOUD BURSTS OF HILARITY.

and the audience found it to be a bright, buoyant and cheerful comedy.

— Bea Hart

Arthur Israel, Jr.

Arthur Israel, Jr., Assistant Secretary of Paramount Pictures Corporation, died September 3rd at Beth Israel Hospital in New York City following a short illness.

Israel, who was 66, joined the Paramount legal department in 1928. He later became the company's assistant general counsel and eventually was named assistant to Barney Balaban then President and now Board Chairman while also serving the company as Assistant Secretary.

Born in Charleston, S.C., Israel studied at the College of Charleston before receiving his law degree from Yale.

Israel was additionally active for Paramount Pictures Corporation as Secretary of Paramount Film Distributing Corporation and as president of both Famous Music Corporation and Paramount Music Corporation. He was also president of the National Music Publishers Association and a director of the American Society of Composers, Authors and Publishers.

He is survived by a son, John Wallace Israel.

Rabbi Nathan A. Perilman, of New York City's Temple Emanuel, who conducted the simple but very moving service on Labor Day, paid many glow-



ing tributes to the selflessness of Mr. Israel. In words that will long live with those hearing them, he characterized Arthur Israel as a man dedicated to the service of both his company and his fellow man. Few of those present knew, to the full, these attributes of Arthur Israel; and many eyes were damp and glistening when Rabbi Perilman concluded his golden eulogy. It was, indeed, a memorable zenith for the career of a fine man who had realized, without seeming to strive for it, the ultimate prize in life --- tireless, selfless service to mankind over and beyond the call of duty.

One of Rabbi Perilman's tributes, offered in relation to the holiday weekend, was this:

"In all his life, Arthur Israel never spoiled any person's weekend; he had to die to do it!"



RALPH MARRE

Ralph Marre began with Paramount in March of 1935 as a laboratory technician with Paramount News. He died on July 29th last after a long illness.

When Paramount News was discontinued in February, 1957, Ralph stayed with the laboratory, which continued operations, until June of the following year. Then he went to the Long Island laboratory, where he remained until February, 1959.

He then became a member of the Autometric Corporation, a Paramount subsidiary, serving as property control clerk until Raytheon took over the company later that year. Most of the employees went with the new owner, Ralph among them. In May of 1965, he returned to Paramount service in the Storehouse, where he worked until stricken with the illness which resulted in his death.

He is survived by his widow, Mrs. Florence Marre, of Bergenfield, New Jersey. Ralph was very highly esteemed by his fellow-workers in every part of the organization where he worked.



From the left, here are the editions of Portugal, Spanish-speaking Latin America, Sweden, Japan (in 2 volumes), Israel.

No film in recent history has come to the screens of the world more completely backed in advance by film editions of the book on which the film is based, than IS PARIS BURNING?

Editions in French and English led the parade to the bookstores and bookstands --- but in the intervening months, editions in many other languages have come into being.

We present on this page some of the editions which have reached New York at the time of our going to press. You may be sure that there will be many others by the time that IS PARIS BURNING? is in full international release.

Continuing the parade of foreign editions, here are, below, from the left, the editions of Great Britain (which Australia, New Zealand and many other territories will use), France, Holland, Spain, Germany.



The 8th
Week of
"The Ten
Command-
ments" at
London's
Astoria
Theatre
topped
both the
6th and
7th
Weeks.



"The Ten Commandments"

The mighty Cecil B. DeMille production began its 11th week at the Astoria Theatre, London, on September 16th, and its heavy advance booking indicates that it will continue at the highest level of business for many months to come.

On the basis of its extraordinary success in the U.S. and Canada, and the roseate prospects already indicated throughout the rest of the world, it is the safest kind of prediction at this point that "The Ten Commandments" will be the most successful re-release in all Paramount history.

MIGHTIER THAN EVER!

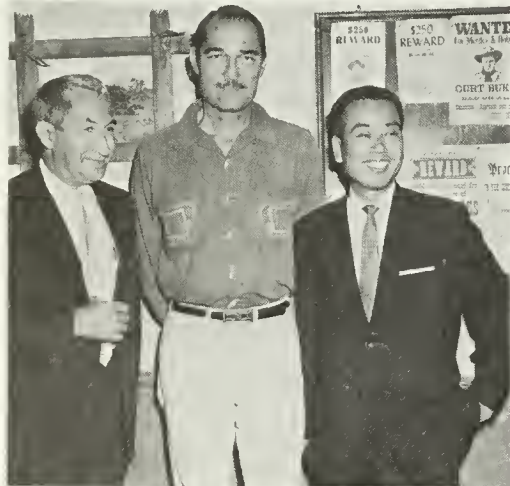
FAR EAST



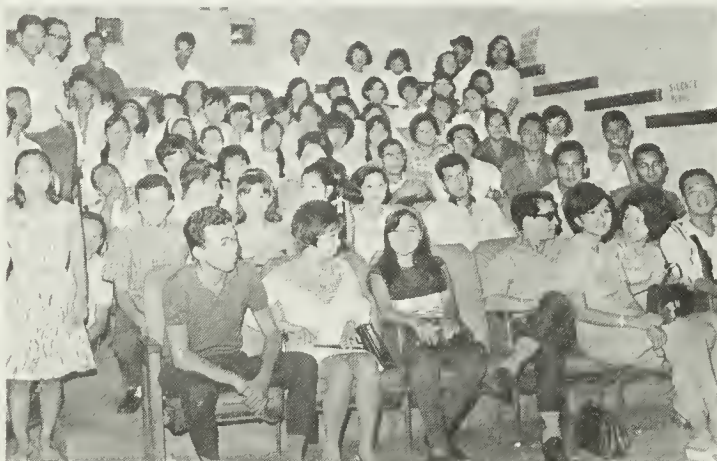
MANILA - Reception committee at the charity premiere of "Paradise, Hawaiian Style" in aid of the Philippines National Red Cross. From left: Ric Javier; Paramount manager A.S. Velasquez; Mrs. Annie Bagatsing, PNRC 1966 Fund Chairman; Miss Paraluman, Sampaguita Pictures actress, Chairman of the fashion show; Mrs. Villa; former Congressman Ramon Bagatsing; Mrs. Cuneta; Mrs. Sulit, PNRC; remainder unidentified PNRC usherettes and Philippines Airlines attendants.



SAIGON, Vietnam - No matter what else is taking place in this tortured city, the people still want to see movies -- and our evidence here is that they want comedy... and they want war. Above are two shots of the Eden Theatre, with Jerry Lewis in "Ladies Man" as the attraction. At left is a shot of the Palace, with Otto Preminger's "In Harm's Way" as the attraction. Both theatres have attracted massive attendances.



HOLLYWOOD - Yanis Begakis, Hollywood correspondent for Screen Magazine of Tokyo, John Russell, and Kazuo Mizuno, staff writer for Screen, on the set of the A.C. Lyles production of "Huntsville," in which Russell co-stars.



MANILA - These are the officers and some of the members of the Elvis Presley Fan Clubs of Manila, about to be treated to a special Paramount screening of "Paradise, Hawaiian Style" in the Ever projection room. It is a matter of record that, seconds after the film started, this audience began screaming, and the act continued till the picture's end.



SUZANNA LEIGH, who achieved a lot of splendid world attention in just two performances ("Boeing Boeing" and "Paradise, Hawaiian Style") is star of the Paramount British production, "The Deadly Bees."



SINGAPORE - This colorful truck, sponsored by the Cathay and Palace Theatres, told the city's populace (in English, Malay and Chinese) about Elvis Presley and "Paradise, Hawaiian Style," for seven days in advance of the happy film's premiere.



KLUANG, Malaysia - Front of the Cathay Organisation's Brilliant Theatre during the very successful engagement of "The Carpetbaggers."

The reason for the super-sauna given to Rock Hudson in "Seconds" is one of the most searing 'chillers' in film history.. It has to be seen to be believed.

Every school year CARE's office in Hong Kong is asked to provide writing materials for 20,000 Chinese refugee children who otherwise cannot attend school. Elementary student's kits, at \$1 per package, can be subscribed through CARE, New York 10016.

ADVANCE PUBLICITY ON "HURRY SUNDOWN" BUILDS AND BUILDS

The filming of the best-selling "Hurry Sundown," destined to be one of the great motion pictures of 1967, has been one of the most newsworthy picture happenings of 1966 -- as the immense coverage in The New York Times (below) impressively indicates.



Michael Caine (right) and John Phillip Law in a quiet, off-the-set moment during the filming of "Hurry Sundown." Director-producer Otto Preminger with camera crew in background.



Robert Hooks, one of the stars of Otto Preminger's "Hurry Sundown" is highlighted with a photo-text portrait in the "Most Likely to Succeed" feature of September Mademoiselle magazine. Hooks, who has many New York stage credits both a producer and actor, plays his first major movie lead in "Hurry Sundown."

This motion picture page from The New York (Sunday) Times of August 21st is overwhelmingly Paramount, pre-eminently "Hurry Sundown," and prominently Michael Caine and "Alfie." Two-column column at top is of Diahann Carroll and Robert Hooks in "Hurry Sundown"; the top 4-column story is from the location of Otto Preminger's massive contemporary drama; and the right-hand lower illustration depicts Michael Caine and Vivien Merchant in a scene from "Alfie."

NEVADA SMITH

continues to hold up extremely well in Tokyo. The 3-theatre complex has now become a 4-theatre combination, which eloquently illustrates the importance of "Nevada Smith" in the capital city of Japan.

The combined revenue, as of August 26th, represented 13 weeks of playing time for this great picture, and also, in the even more practical sense, represented an extremely hefty figure.



HOLLYWOOD - On the set of A.C. Lyles' "Huntsville," Kazuo Mizuno, a staff writer of Tokyo's Screen Magazine, wonders how he might have fared as a Western star. His friend and adviser is co-star of the Western thriller, George Montgomery.

BELOW

TAORMINA, Sicily - Richard Burton and his wife, Elizabeth Taylor, with the foreign press following the presentation to him of the Golden David of Donatello as Best Foreign Actor for his role in "The Spy Who Came In From The Cold."



NEW YORK - At the recent international press reception for Michael Caine immediately in advance of the U.S. premiere of "Alfie," the star was deeply interested in a copy of the fine Japanese film magazine, Eiga-No-Tomo. Showing it is Joe Miyasaka, representative of the publication in the U.S.A.



HOLLYWOOD - Kazuo Mizuno, staff writer for "Screen" in Tokyo, visits Stephen Boyd on the Paramount set of "The Caper of the Golden Bulls."



相つづく「アルフィー」の

成功物語

今度はアメリカがレディキラー「アルフィー」の魅力の前に屈している。物語の章の1つは、ニューヨークでのこのマイケル・ケイン映画の二館封切の話、もう一つ（しかも、もっと重要である）は、すでにはじまっている「アルフィー」争奪のための興行者たちの大がかりなラッシュの話。この偉大な動きは、我々に数年前「十戒」や「大いなる野望」のブッキングの際に起った巨大な波を思い起させる。このような動きは、映画の人気に関する世界で一番いい指針であり、「アルフィー」は測り知れないほどの人気を有している。最近行われたジョイス・セルズニック及びロバート・エバンス両氏の任命は、全世界のパublisherにとって大きな意義を有している。セルズニック嬢はハ社に、タレント探しの他に最高の

文学作品と戯曲の提供を約束してくれるし、ロンドンに本拠をおくエバンス氏は、いかなる競争相手よりも先に、ハ社に企画中の作品、あらゆる種類の作品群それに加えて出版されていない文学的企画をドンドンもち込む予定である。これは製作面でハ社が他の競争相手たちを大幅にリードせんがためにとられた措置である。

またハ社は、短篇の題材中最良の題材を獲得する仕事に於ても、大幅な前進をとげている。パラマウント・ワールドでこの事業部門の紹介により多くの頁を割いていることが、そのよき証拠である。またこれと同様に、ハ社が配給する短篇が世界の映画館でも、今までよりも一段と多く上映されることが期待される。

今や「パリは燃えているか」の封切に関

する動きは、愈々熱狂的な段階に達した。この文を書いている時点では、パラマウント・ワールドの本号は、パリで行われるこの最高に素晴らしい作品のワールド・プレミアーこれは全世界にとって新聞種になる出来事である。のはっきりした日取りを発表できるはずである。アメリカではこの映画のために特別編成されたスタッフが、全国民がアメリカのプレミアのことを知るように昼夜兼行ではたらいっている。アメリカのプレミアは正式には、十一月九日夜、ニューヨークのクライテリオン劇場で開催される予定である。

「アリベデルチ・ベビー」は、全ハ社員を爆笑、くすくす笑い、ニヤニヤ笑い等の笑いの渦にまきこむ喜劇である。トニー・カーチスはこの作品の中心で恋に関して起り得るおかしな出来事をたくさん披露して見せる。この映画が古今を通じてもっとも面白いパラマウント喜劇であることに誰も異存がないし、明らかにトニー・カーチスを映画に於ける最高のロマンチック・コメディアンの一に仲間入りさせた。

一方「ネバダ・スミス」は世界の主要都市で、あらゆる時代を通じてハ社の最高の

ドル箱であることを証明して、関係者全員を喜ばせている。この映画は全封切地域で大ヒットを記録したばかりでなく、その封切成績を基礎として興収を着着と延ばして、評判を高からしめている。現在まで海外で封切られたのは、イギリスと日本だけだが、これら二国で樹立された記録をい表わすには新語を作らねばならないほどである。

我々は諸賢の注意を三十九頁に換起したい。ここには、数本のパラマウント映画に關し南アフリカ共和国で行われた非常にすぐれたショー・マンシップが紹介されている。これは実用的なショー・マンシップがいかにすばらしく切符売場の売上げにハネ返ってくるかを物語る好き例である。

PARAMOUNT EVENTS IN EUROPE

13



STOCKHOLM - Front of the Palladium as arrayed for the engagement of "Alfie."



....And here a close-up of the Swedish young folks who ballyhooed "Alfie" in all parts of the city with slogans (in English, a language that virtually all Swedes understand) on their very simple and modern attire.

TAORMINA, Sicily - Richard Burton and his wife, Elizabeth Taylor, in the Greek Theatre here after receiving the Golden David by Donatello as the Best Foreign Actor for his role in "The Spy Who Came In From The Cold."



MILAN, Italy - Here is splendid evidence of Paramount pre-eminence in this great city. Virtually one-half of the major posters in this night shot are for Paramount pictures - chiefly "Judith," "The Spy Who Came In From The Cold" and "Boeing Boeing."

RIGHT

Exterior of the Cinema Teatro Reposi, one of Rome's fine film theatres involved in the above impressive poster display.

AMSTERDAM - "Boeing Boeing" has been experiencing a phenomenal success here. As of August 26th it had played 11 weeks to phenomenal business at the Tuschinski, and was continuing.....The Hal Wallis comedy was likewise performing with equal strength in Rotterdam.



TEL-AVIV, Israel - Front of the Allenby Cinema where at last report "The Spy Who Came In From The Cold" was in its 7th super-successful week. Vertical sign at right is the film's title in Hebrew.



HOLLYWOOD - Giovanna Ralli, who co-stars with Stephen Boyd in "The Caper of the Golden Bulls," is interviewed by Leon Balter, eminent international correspondent, between scenes for the Joseph E. Levine presentation.

The picture was filmed on location in Spain, and in Hollywood, directed by Russell Rouse and produced by Clarence Greene. An Embassy-Paramount co-production, released world-wide by Paramount, except in the United States and Canada.



ROME - This city's Cine New York left no doubt in anyone's mind that its film attraction was "Judith," starring Sophia Loren.

ROME - There was no doubt about the Adriano's attraction being "Judith," starring Sophia Loren.

CONTINUA IL SUCCESSO DI "ALFIE"

ALFIE, il Casanova, sta in questo momento esercitando il suo fascino sulla nazione americana. Lo dimostrano sia la sua uscita in contemporanea in due locali di New York che -ciò che è ancora più importante- l'assalto in massa dato dagli esercenti per la programmazione di questo lavoro di Michael Caine. E' un insieme di cose e di movimento che ricorda quanto si è verificato pochi anni or sono per le programmazioni di I DIECI COMANDAMENTI e L'UOMO CHE NON SAPEVA AMARE. Ciò che in definitiva è il miglior indizio della popolarità di un film.

Le recenti nomine di Joyce Selznick e Robert Evans hanno molta importanza per tutti i paramountisti. Infatti la Selznick assicurerà alle nostre Case l'acquisto delle migliori opere letterarie e teatrali, nonché di ottimi artisti; ed attraverso Mr. Evans, il quale avrà base a Londra, la Paramount riuscirà ad aver la scelta, prima di qualsiasi altra Casa, su progetti di pellicole, gruppi di produzione varie e lavori letterari appena usciti dalla penna dei loro autori. E questo significherà un immenso passo avanti della Paramount, rispetto alla concorrenza, in tema di produzione.

Altro immenso passo avanti è quello che la Paramount sta facendo in fatto d'acquisto di corti metraggi, come dedurrete del maggiore spazio dedicato in oggi a questo soggetto in Paramount World nonché del crescente aumento delle programmazioni di nostri shorts sugli schermi del mondo.

I preparativi per l'uscita di PARIGI BRUCIA? fervono ogni giorno di più. Siamo sicuri di potervi dare, prima di andare in macchina, la data esatta della prima mondiale di questo meraviglioso pellicola a Parigi -- un avvenimento che avrà certamente eco nella stampa di tutto il mondo. Negli Stati Uniti, il personale addetto a questo specifico film, sta lavorando indefessamente affinché l'intera nazione aspetti con im-

pezienza la premiere in America. La data è stata fissata per la sera del 9 Novembre al cinema Criterion di New York.

Una commedia che ha fatto proprio scoppiare delle risate tutti i paramountisti è ARRIVEDERCI BABY! in cui Tony Curtis combina un sacco di cose buffe in fatto d'amore. Tutti ritengono che questa sia una delle più divertenti commedie Paramount che tra l'altro piazza Tony Curtis tra i primissimi attori dello schermo.

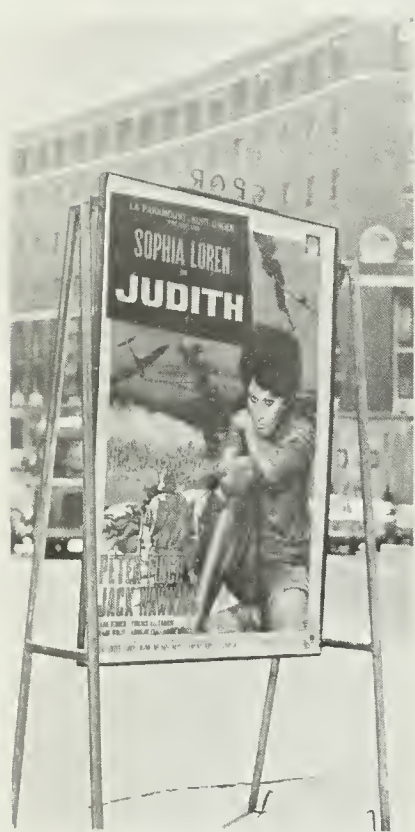
A grande soddisfazione di tutti gli interessati, NEVADA SMITH sta dando prova in importanti città del mondo di essere uno dei film Paramount di maggior resa che abbiamo mai avuti. Non solo comincia con grandi incassi dappertutto, ma poi continua a partire da quella cifra iniziale come base per andare sempre più su. Non troviamo parole per descrivervi i record raggiunti da questo avvincente film d'azione in Gran Bretagna e Giappone, i soli due territori dove sia già uscito in diversi centri.

Richiamiamo la vostra attenzione alla pagina 39 dove vi diamo qualche illustrazione di magnifici lanciamenti fatti in Africa del Sud per alcuni film Paramount. Anche in questo caso dobbiamo concludere che un'indovinata campagna pubblicitaria dà sempre splendidi frutti al botteghino.



GENOA - Looks like "Boeing Boeing" was a popular family attraction at the Augustus Cinema here.

HOLLYWOOD - Giovanna Ralli, co-starring with Stephen Boyd in the Embassy-Paramount production, "The Caper of the Golden Bulls," is interviewed on the set of the picture by Saverio Lo Medico, Italian film correspondent permanently station here. In centre is the Italian film beauty's secretary, Doris Greco.



ROME - Backgrounded by Paramount's Italian head office, this standee (one of a great many throughout the city), advised passersby of the thrill of Sophia Loren in "Judith."



HOLLYWOOD - Italy's very lovely Giovanna Ralli, co-star of "The Caper of the Golden Bulls" (incar) is interviewed by Jenny Dhont, Hollywood representative of Cine-Revue and Cine-Presses of Belgium.

Sign in a travel agency: "Please go away!"

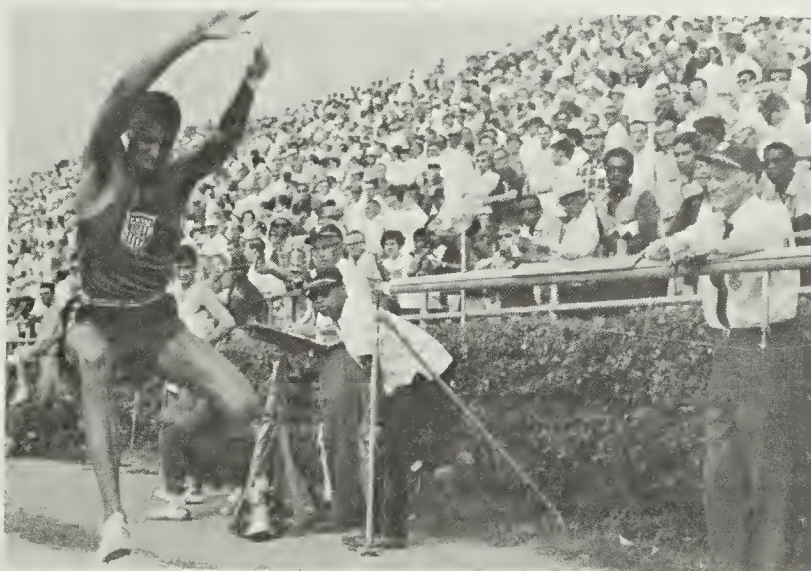
THE GATHERING POWER OF PARAMOUNT'S NEW SHORTS



Another top thriller in the Winik Films SPORTS IN ACTION series is "Racing To The Top."

This short in color was filmed in Texas, and in Canada, and a great point of appeal so far as the nation's millions of racing fans are concerned, is that it features the new and sensational Chaperell racing car.

Much new cinematic equipment was needed to film this short; and in the scene above, Barry Winik, who directed it, is shown adjusting sound equipment in the car.



"THE WINNING STRAIN" is the title of a thrilling new Winik Films "Sports In Action" subject. It shows many of the world's greatest athletes in the very act of establishing the world records for which they are known.



This is the stern, timeless coast of Ireland in County Clare, as seen in the fascinating Paramount 2-reeler in colour, "Ireland On The Go." This is one of the most beautiful and unforgettable short features ever to be on a Paramount release schedule.



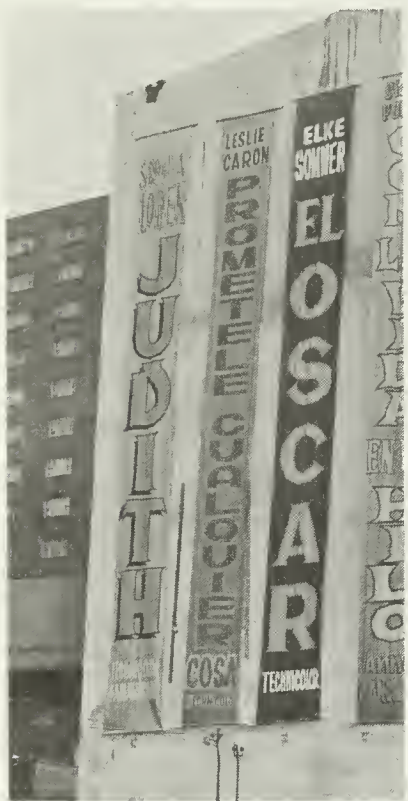
Another facet of "Ireland On The Go" is this view inside the Banquet Hall of Castle Bunratty. Touring guests are given luxurious lodgings for the night in Bunratty Castle, and partake of a traditional banquet, with traditional song and harp accompaniment.

Virtually every U.S. branch has devised and distributed an interesting and provocative sales flyer for Paramount's Short Features month - Aug. 3 - Sept. 6....Some of the examples are on Page 33, others are scattered throughout the issue.



The magic, the charm and the uniqueness of France's timeless Mont St. Michel, are featured in Paramount's colorful short feature, "The Three Parts of Gaul."

Paramount's Bogota Film Festival



BOGOTA, Colombia - A prominent element in the huge success of Paramount's Second Annual Film Festival at the Cine Opera (We had the cable report last month, and there is other pictorial evidence on the opposite page), was this banner display on the side wall of the Opera. Films announced by these banners are "Judith," "Promise Her Anything," "The Oscar," "The Slender Thread." Inclusion of "The Naked Prey" was inadvertently omitted by the photographer.



BUENOS AIRES - Among the many fine window tie-ups secured by the Opera Theatre for "Boeing Boeing" was this one in the famous store, Pueyrredon, catering to ladies' fashions.

Time goes, you say?
Ah no! Alas, Time stays,
we go.

- Austin Dobson



SAN JUAN, Puerto Rico - Here are the Paramourteers who this month are celebrating the 40th anniversary of Paramount in this territory. Seated, L to R: Emma Martinez, accountant; Frank J. Planas, manager; Manuel Gonzalez, booker-salesman. Standing: Rafael Rodriguez, film inspector; Nilda Iris Castro, billing clerk; Mercedes Banza, secretary; Wilma Aguilar, cashier; Rafael Delgado, shipping clerk.

"ALFIE" CONTINUA COSECHANDO EXITOS

Ahora son los Estados Unidos los que han caído bajo el hechizo de "Alfie", el tenorio. El estreno en dos cines de Nueva York del filme de Michael Caine forma un capítulo de la historia; el otro (mucho más importante), es la colosal estampida de empresarios que corren ahora en busca de programaciones de "Alfie". Este extraordinario movimiento recuerda mucho a la formidable reacción que hace unos años se produjo para conseguir programaciones de "Los Diez Mandamientos" y "The Carpetbaggers".

Esta clase de reacción es el mejor exponente del mundo sobre la popularidad de una película y "Alfie" la posee en una medida ilimitada.

Los recientes nombramientos de Joyce Selznick y Robert Evans contienen gran significado para el personal de Paramount de todas partes. La señorita Selznick garantizará la entrega a Paramount de las mejores propiedades literarias y teatrales así como de los mejores artistas; del señor Evans se espera que aporte para Paramount, anticipándose a toda competencia, películas en proyecto y toda clase de asuntos de producción y proyectos literarios mientras la tinta esté todavía húmeda en la pluma de sus autores. El señor Evans tiene su sede en Londres.

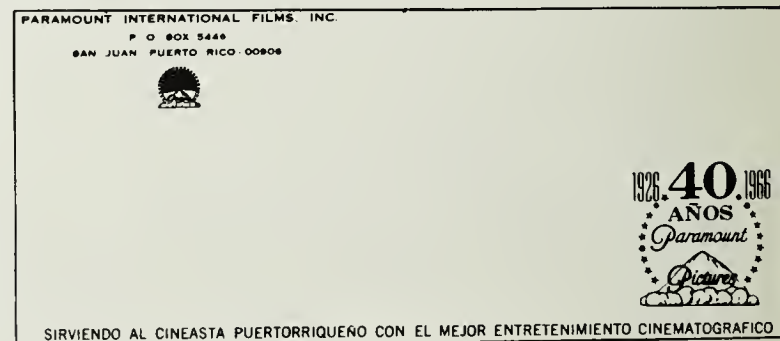
Todo esto ha sido concebido con objeto de colocar a Paramount a un paso gigantesco por delante de nuestros rivales de la producción.

Paramount está dando también gigantescos pasos con miras a la adquisición de lo mejor del material de películas de corto metraje. El amplio reportaje que dedicamos a esta fase de nuestro negocio en el Paramount World es indicativo de ello; y se espera

también que los asuntos cortos que estamos distribuyendo han de experimentar asimismo un decidido mayor impulso en las pantallas cinematográficas de todo el mundo.

Por lo que respecta al estreno de "¿Arde París?", la actividad está alcanzando un punto febril. Se confía mientras esto se escribe que en este número del Paramount World se podrá anunciar la fecha real de la "première" mundial de esta maravillosa película, que tendrá lugar en París-- un acontecimiento que ha de ser algo excepcional en todo el mundo. En los Estados Unidos, el equipo especial dedicado a esta producción está trabajando incesantemente a fin de garantizar que toda la nación esté enterada de la "première" americana, que oficialmente ha sido fijada para la noche del 9 de Noviembre en el Criterion Theatre de Nueva York.

Una comedia que está provocando la hilaridad de todos los Paramountistas es "Arrivederci, Baby!", en la cual Tony Curtis demuestra muchas de las cosas graciosas que pueden ocurrir allí donde está el amor. Todo el mundo está de acuerdo en que esta es una de las más humorísticas comedias realizadas por Paramount, en la que Tony Curtis se coloca en preeminente posición en las filas de los comediantes románticos de la pantalla.



SAN JUAN, Puerto Rico - This envelope-d message has been reaching the recipients of all Paramount mail in Puerto Rico for the past couple of months.

En tanto, en importantes y delicados lugares del mundo, "Nevada Smith" está demostrando a satisfacción de todos los interesados que es una de las películas taquilleras Paramount de todos los tiempos, que no sólo arranca con fuerza en todas partes, sino que también tiene la reputación de mantener su cifra inicial como una base que a partir de este punto aumenta progresivamente. Tendremos que inventar nuevas palabras para describir los records conseguidos por este emocionante filme de aventuras en Gran Bretaña y Japón, los únicos territorios en los que hasta la fecha se está exhibiendo prolongadamente.

Deseamos presten atención a la página 39 donde hemos desplegado algunas de las más sobresalientes exhibiciones publicitarias mostradas en la República del Africa del Sur sobre varias películas Paramount. Este es otro ejemplo que demuestra lo estupendamente bien que una experta publicidad paga dividendos en la taquilla.

PARAMOUNT EVENTS IN LATIN AMERICA



HOLLYWOOD - Mr. and Mrs. Camilo Akl, Jr. (right, and second from left), are welcomed to the set of "The Caper of the Golden Bulls" by co-stars of the production, Stephen Boyd and Giovanna Ralli. (The Joseph E. Levine film, produced in Pamplona, Spain, and Hollywood, is a Paramount release world-wide, except in the U.S. and Canada).



BOGOTA, Colombia - Highly effective bookstore tie-ups were major contributors to the mammoth success of "The Spy Who Came In From The Cold" at the Cine Opera here. Above is the very commendable display made by the fine Libreria Francesa, with material for the spy film dominating everything.



BUENOS AIRES - Striking front of the Cine Opera for Hal Wallis' "Boeing Boeing." Comedy was also released day-and-date on August 2 in 10 other top B.A. cinemas.



BOGOTA, Colombia - The return of Hitchcock's "Psycho" to the Libertador Theatre (a Bernardo Reyes cinema), certainly brought out the box-office lines.



SAN JUAN, Puerto Rico - Mr. Rafael Ramos Cobian, president of Commonwealth Theatres of Puerto Rico, and Paramount manager Frank J. Planas, view the great array of product available as the 40th Anniversary of Paramount in Puerto Rico begins. (In lower right is accountant Emma Martinez).

BOGOTA - Last month we reported on the premiere of "Judith" at the Cine Opera, and the fact that this premiere was the opening attraction of Paramount's Second Annual Film Festival in this city. Also reported was the fact that the Festival was an enormous success, attracting immense and exciting public interest. Shown here is one chapter of the event's showmanship, a massive and prominent display in behalf of "Judith," "Promise Her Anything," "The Slender Thread," "The Oscar" and "The Naked Prey."

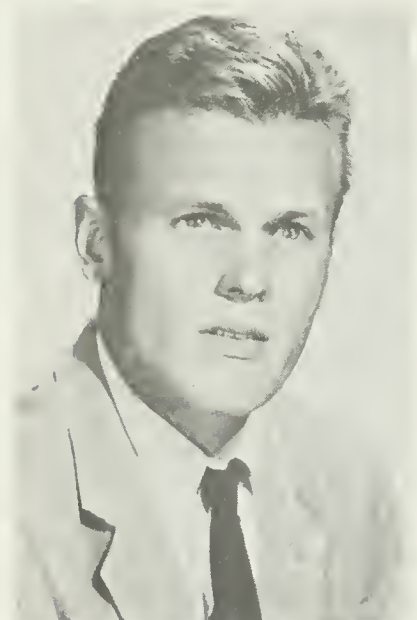


BOGOTA, Colombia - Crowd in the lobby of the Cine Opera viewing glimpses of the entertainment forthcoming in the films comprising Paramount's 2nd Annual Film Festival. Pictures on display are "Judith," "Promise Her Anything," "The Naked Prey," "The Oscar" and "The Slender Thread."

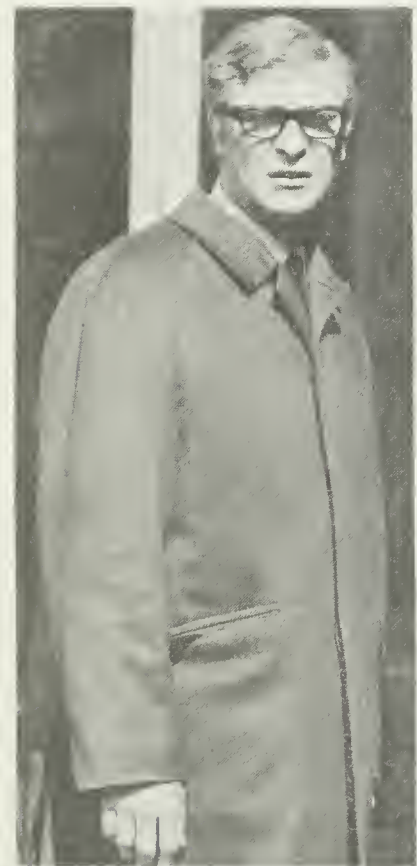
Acapulco Invite

Paramount has been invited to enter "Alfie" in the Acapulco (Mexico) Film Festival, scheduled for early November.

Invitation also has been extended to Michael Caine, star of the widely acclaimed production, to personally attend the Festival.



TAB HUNTER (above) is co-starred with George Montgomery and Yvonne De Carlo in the A.C. Lyles production of "Huntsville."



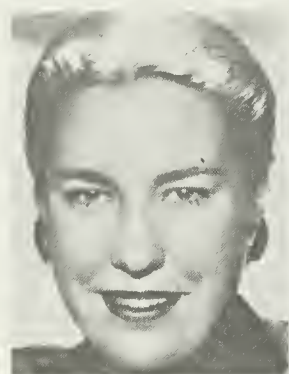
LONDON - Michael Caine, star of "Alfie," is hailed as one of London's "innest" people in the September issue of Gentlemen's Quarterly. The popular men's fashion magazine features a dramatic photograph of Caine by David Bailey, and notes that "as 'Alfie,' Caine proves that he is able."

The primary responsibility of occupational medicine is the recognition and control of hazards arising from work and the work environment, and the treatment of injuries and illnesses resulting from failures of such preventive measures.

- Leon J. Warshaw, M.D.

NORTHERN HOSPITALITY

Sigrid H. Pedersen, Title Representative for Paramount Pictures Corp. and also an Attorney on the Legal Staff of the Company, was in Montreal, Canada, last month on Paramount and industry business and has sent us the following interesting despatch:



"I have just returned from the American Bar Association Annual Meeting held in Montreal August 4-12, where I served as Vice-Chairman of the Committee on Revision of the U.S. Copyright Law, as a member of the Committee on International Copyright Relations and Conventions and the Committee on Neighboring Rights.

"It was my good fortune to be met by Paramount Montreal manager Romeo Goudreau, to visit with his charming staff at the Montreal branch, and to be shown the site of Expo '67 by Romeo. With the emphasis on entertainment even more so next year in the Province of Quebec, Romeo predicts the Expo will mean even bigger B.O. for Paramount. You cannot imagine how excited the Paris of the North is in anticipation of IS PARIS BURNING?

"Our plan to take a picture for Paramount World did not come off. There was a downpour at plane time and I had to run for it. This was at the time of the airlines strike and I was fortunate to have a reservation.

"Montreal is humming and hospitable. The World's Fair (Expo '67) plan for the coming year is thrilling. I think that all of us should plan to visit Montreal next year.

"Merci, Romeo Goudreau, le bon host!"

- Sigrid H. Pedersen



Planning the premiere, L to R: Mrs. Alan N. Sidham, Mrs. George E. Wantz, Jr. and Miss Amy Vanderbilt, the eminent social authority.

PREMIERE PREVIEW OF "BOLSHOI BALLET 67"

The Manhattan Society for Mental Health will sponsor the special American premiere preview of "Bolshoi Ballet 67," Paramount's full-length motion picture featuring the world famous Bolshoi Ballet Company on Wednesday, September 28th next. The premiere will take place at 9:30 P.M. at the 68th Street Playhouse, Third Avenue at 68th Street. Proceeds

12A THE HARTFORD TIMES, Monday, Aug. 15, 1966



Coast

-to-

Coast

with

Allen M. Widem

Times Amusements Editor

It's been a long time since the Cecil B. DeMille era -- those wonderfully spectacular days of adventure amid awesome atmosphere -- and modern-day screen accomplishments certainly reflect this gifted craftsman's absence.

Intricacies, Impact, Incisiveness

We're not talking of the Cinerama productions, worthwhile though that they may be, or the sporadic Wide-Wide



Gary Cooper

Screen (70 mm.) efforts capturing the vastness of The Great American West, the endless oceans, the towering mountains.

"C.B." was a showman par excellence. He keenly understood the intricacies, impact and incisiveness of camera mobility and ably grasped the meanings, the substance of what's generally labeled "mass entertainment." He could put a lean, lanky, laconic Gary Cooper through the paces of a Western and make of that particular film a memorable, moving experience.



Cecil B. DeMille

He could take a story line, such as "Union Pacific," and give us the feeling of the old-days Iron Horse, chugging comfortably across the Western plains.

First and foremost, however, "C.B." was an exponent of the massive use of people -- in the hundreds and thousands, crowding into a market place, onto a railroad siding.

Meticulous craftsman that he was, "C.B." took pains that costuming of "extras," those persons filling the space between principals and backgrounds, was authentic.

Inevitably, thoughts of "C.B." and what he meant to the American motion picture accompanied us as we toured a collection of early railroadiana, exhibited over the weekend by the Connecticut Railroad Historical Assn. in upstate Canaan.

.....

Not so surprisingly, both motion picture and television stories in the Western genre turn time and again to railroads for admirably arresting atmosphere.

We're as bullish as ever about the entertainment potential of American railroad stories. We only wish the likes of a "C.B." were with us anew, striding purposefully onto a movie set, calmly, conscientiously guiding his human charges through the engrossing elements of true spectacle.

"C.B." knew instinctively what the sight of a train streaking through the moonlit night could mean to a movie's mood. And we miss this man.

These were our thoughts driving back from Canaan.

Allen M. Widem, Amusements Editor of the Hartford (Connecticut) Times, in his column of August 15th, inspired by a visit to an historic railroading exhibit in a distant part of his state, wrote nostalgically of Cecil B. DeMille, and particularly his production, "Union Pacific." We have reproduced above the relevant portions of the column.

from the affair will benefit the Society's individual, group and community efforts in the field of mental health.

A gala wine-tasting event and dinner at the Mayfair Room of the Hotel Westbury, will precede the showing of the film.

Serving on the Board of Directors of the Society are G. Montagu Miller, chairman, A. Oakley Brooks, president, Robert A. Hendrickson, secretary, H. Van B. Richard and Mrs. Alan N. Sidham, vice-presidents, Franklin H. Kissner, treasurer and Sylvan S. Furman, executive director; also Hugh Downs, Irving Jacoby, Theodore C. Levenson, Mrs. Andrew N. Overby, Foretune Peter Ryan and Mrs. George E. Wantz, Jr.

SOME OF THE (GOOD) THAT ARE HAPPENING TO

"Alfie" is proving to be a 'miracle man.' Some of the things that he is doing in New York, Sydney and Melbourne, for instance, prove already that this Michael Caine starring film already is a 100% aspirant for inclusion in Paramount's Hall of All-Time Greats.

In Sydney, the Paramount Theatre's 9th week was the second highest week of the engagement to date. In Melbourne, the Barclay's 8th week was the third highest of the engagement. Both runs are continuing indefinitely.

In New York, the parallel "Alfie" engagements at the New Embassy in Times Square and the Coronet on the East Side have produced records eminently meriting the accolade of 'fabulous.' These runs are scheduled to go on and on. Next month (October) will of course see "Alfie" engagements springing up like golden 'gushers' right across the nation, spreading golden dividends for exhibitors and golden joy for picturegoers.

"Alfie" already is a precedent-setter in Great Britain, the amazing run at the Plaza having started the contagion which has produced a 16-week (and continuing) run in Manchester, and comparable runs in other parts of the

Harper's Bazaar's "Not To Be Missed" section for September leads off with Michael Caine in "Alfie," which the magazine recommends as the "marvelous myopic charm of English actor Michael Caine" who is capturing audiences "currently as the Cockney non-hero in 'Alfie'."

nation. There is no doubting the fact that in Britain, "Alfie" is destined to be one of the greatest Paramount business-getters in the more than a half-century of our company's business there. We are by no means overlooking the very long run of "Alfie" at the Pathe Theatre, Antwerp, the fifth week of which engagement came up on August 5th....Another great proof of the audience appeal of "Alfie" is the fact that at the New Embassy in New York's Times Square, the picture runs on a 24-hours-a-day basis on certain days of the week.



NEW YORK - At the glamorous reception party for press and the diplomatic corps prior to the opening of "Alfie," Michael Caine, here for the premiere, exchanges pleasantries with Mrs. Perle Mesta, internationally renowned hostess.

Critic Round

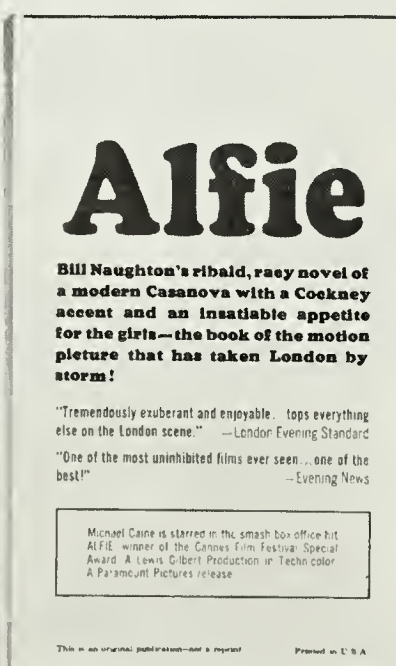
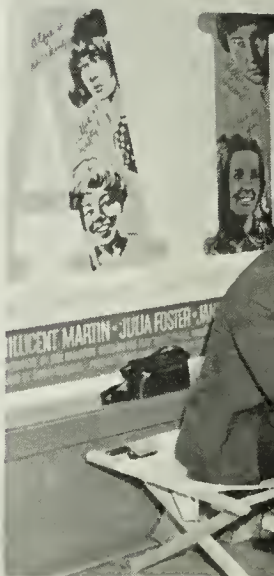
Studio pul
Joe Friedman,
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a very repres

PRESS PREY
UNBELIEVABLE
SAT THROUGH CO
CHARACTER AS
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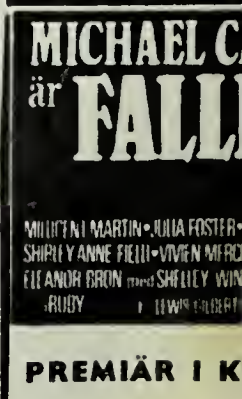


Back and front covers of the Ballantine pocket book on "Alfie," both with prominent credits to the Paramount release. A reading of the Bill Naughton book adds still more zest to a viewing of the film.

THE FILM
DAILY says.....

"Alfie" is a potent box-office contender that is rich adult screen fare. MICHAEL CAINE checks in with virtuoso performance..... "Alfie," a most impressive film with built-in box office insurance.

NEW YORK
"Alfie" prem
all patrons
9 and 9:30 a.
English butle
the photograp
those consumi
ing curiosity
to the campir
different if



THINGS "ALFIE"

Studio Audience Applauds "Alfie"

City director Bob Goodfried wired
director of advertising and public
following terms the morning after
ative press preview of "Alfie":
VED "ALFIE" TONIGHT IN THE STUDIO.
TION. CANNOT REMEMBER WHEN PRESS
ETE END TITLES, APPLAUDING EACH
OR SHE WAS PRESENTED. PERIODIC APP-
SHOWING. A NUMBER OF PEOPLE TOOK
IE OF THEIR ENTHUSIASM FOR "ALFIE."
' PRESS CONGREGATED AT END OF SHOW



ED SULLIVAN Photo

in the morning of August 24th, when
d at the New Embassy on Times Square,
attendance at the box-office between
were served tea and crumpets by an
and an English maid. The cots shown in
ere occupied all night by some of
he tea and crumpets whose overwhelm-
find out just what crumpets were, led
at routine. (But it might have been
ie" had premiered in January).



PARAMOUNT'S ALFIE IS ABSOLUTELY ASMASHER!

SENSATIONAL BOXOFFICE AND BRILLIANT
REVIEWS IN FIRST U.S. ENGAGEMENTS!
ALL-TIME HOUSE RECORDS BROKEN AT BOTH
NEW EMBASSY & CORONET THEATRES, N.Y.

"Michael Caine's 'Alfie' is
somebody you are going to carry
around with you in your mind
for a long time. There is a zing
in the language and a zip in
the pace...you are going to
enjoy 'Alfie' very much."

"'ALFIE'
BUBBLES
WITH
IMPUDENT
HUMOR
AND RIPE
MODERN
WIT!"

★★★★★
"A ribald comedy...a vibrating
experience you won't soon forget.
See the film because people are
going to stop talking about
'Who's Afraid of Virginia Woolf?'
and start talking about 'Alfie'
with his bedroom blue eyes
Caine hypnotizes his viewers."

"A delightful
comedy...witty,
funny...
Michael Caine
is superb!"

"A direct hit! Presented
in the best of humor with
complete frankness! Played
by Michael Caine with an
inside skill that defies
description—nobody could be
better...its round of seduction
is a subject of perennial
interest to all lively people!"

"Michael Caine is superb!
The film glistens with
distinction. A brilliantly
sustained characterization."

"Michael Caine gives
a brilliant performance."

MICHAEL CAINE IS ALFIE MILICENT MARTIN • JULIA FOSTER • JANE ASHER • SHIRLEY ANN FIELD • VIVIAN MERCHANT
ELEANOR BRON • WITH SHELLEY WINTERS AS RUBY • TECHNICOLOR • TECHNISCOPE • LEWIS GILBERT PRODUCTION

(WATCH "ALFIE" BECOME THE REST OF THE
COUNTRY'S HEART-SMASHER STARTING OCTOBER

This two-page, two-color
spread in the weekly Variety
was the touch-off of the enor-
mously sensational barrage of
news about the U.S. debut of
"Alfie."

MOTION PICTURE
DAILY says.....
....."Alfie"
offers something
rather unique for
the discriminating
film-goer, while
at the same time
provides a whale
of a good time
for the less dis-
criminating,
common or garden
variety of film
fan....Quite a
lad, is Alfie. And
quite a lot of
entertainment is
"Alfie."

LEFT
STOCKHOLM - One of the ads
for "Alfie" at the Palladium.

RIGHT
Another of the ads that told
the Stockholm fans about "Alf."



NEW YORK - When Michael Caine arrived in
Manhattan from location shooting on Otto Prem-
inger's "Hurry Sundown" in Louisiana, the
Delta Airlines stewardesses were somewhat dis-
inclined to allow him to de-plane until he had
done some autographing, and had told them a
little bit more about "Alfie." And as those
who already have seen "Alfie" know, who was he
to tell them 'nay'.

PUBLIKSUCCÉ!
ALFIE — alla tiders fräckis!
ETT ville han! ALLT fick han!
MICHAEL CAINE
är **FALLET**
ALFIE

CENTRALEN
PALLADIUM
KUNGSGAT. 65
7 o. 9. Bfbj.
K. 8. 3

HOME OFFICE NEWS ITEMS

Judging by the very persuasive promotional material Bob McKeown circulates in connection with the Paramount Bowling Club, the Company could well have used him as a film salesman. He puts out a very fine sheet and we wish him full success in obtaining the desired membership. (So if you haven't already lined up with the team -- and can top 201, and are over 34, and can bowl with either hand -- then grab the phone and dial 214, and reward Bob for his persistence). Remember, the lanes used by the Club are tops, and participation is less than \$1.00 per week for the three games.

In case you don't already know it, Home Office executive Joe Fryer and his son and daughter are real fisher folk. Sailfishing is their specialty, and they don't have to exaggerate, for they really hook the big ones.

Peter Silbermann, of Home Office publicity, and Miss Joan Kranz, were married on Sunday, August 28, at the Carlton House, New York City.

Paramount's Medical Officer, Dr. Leon J. Warshaw, will be a speaker on Panel III, devoted

81 NEW YORK POST, TUESDAY, AUGUST 30, 1966

BOWLING LINES

By JOE MARCUS

When Joan Guilfoyle recently celebrated her 16th birthday she got the present she wanted most.

It was the right to graduate from the junior bowling leagues into the money loops.

"I'm through with the junior leagues," the attractive 5-6, 111-pounder said. "Two years ago I decided to become a professional bowler. That's why I want to get the taste of bowling in the money leagues in the next two years before I become eligible for the pros."

Joan has proved she can handle the junior ranks without too much difficulty.

This year she won the Queens Junior championship with a 176 mark, placed second in the city finals and then averaged 195 to cop the State title in Utica. Last season Joan, who started bowling seven years ago, won the Queens title with a 192 mark and the city crown with a 193 average. However, in the state finals she tore a finger and

placed seventh with a 165 average.

Joan, who attends Mater Christi High School, is averaging 175 in this summer's Norwood Guys & Gals League in Astoria and plans to compete in the Norwood Mixer and Traveling Leagues this fall.

"I've been bowling since I was nine," Joan said "I used to go with my father, who has a 175 average, and my mom, who hits around 150. I didn't like sitting around and watching dad, mom and my older brother (Robert) bowl so I kept pestering dad and finally he let me bowl."

"He's the only instructor I've ever had and he still helps me."

Three years ago Joan shifted from a nine-pound ball to a 16-pounder.

"I use to fling the nine-pounder without any control," she said. "Now I can adjust to lane conditions and control my hook better with the heavier ball."

In a family where Bowling and Guilfoyle seem synonymous, Joan Guilfoyle is continuing to make the top newspaper sports headlines. Here's what the New York Post said of her on Aug. 30.

Bride: "What is the best way to protect a wedding ring?"

Father: "Dip it in dishwater three times a day."



BOB SULLIVAN Photo

So long, Mike Phillips.....

Last month, the 9th Floor folks gathered to wish a long and happy retirement to Mike Phillips, who for so long had rendered wonderful service as that floor's receptionist. Shown here, expressing best wishes, are, L to R: Charles Hickey, Stuart Kahan, Sidney Herman, Elizabeth Tilson, Sam Hacker, Norman Flicker, Linda D'Elia, Will Baltin, Maryanne Garay, Burton Hanft, Charles McMains, Mike Phillips, Jeanette VonGerichten, Joe Garcia, Aldyth Reichenbach, Gladys Semel, Barney Balaban, Myrtle Rosenthal, Ada Borges, Adeline Lewis, Lee Thompson, Herb Lane, Willie Basch.

ed to the subject of "Executive Stress," at the National Conference On Mental Health and the Business Community. The conference, sponsored by the National Association of Manufacturers in cooperation with The Center for Occupational Mental Health, Inc., will be held at the Waldorf Astoria Hotel, New York City, on October 21st next.



A receptionist on the receiving end for a change. At his farewell party, Mike Phillips gets 'bussed' by Linda D'Elia, Maryanne Garay, Jeanette VonGerichten, Myrtle Rosenthal and Gladys Semel.



One of the many beautiful vistas (in color) which highlight Paramount's Sports In Action one-reeler, "Deep Sea Hunt." Made by Winik Films in and around Nassau, Bahamas, the reel is a gem addition to any programme.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Mrs. Maria De La Luz Marmontini, editor of the internationally renowned Chilean film fan magazine, "Ecran," chatting with Stephen Boyd, star of "The Caper of the Golden Bulls" on the set of the Embassy-Paramount film.



HOLLYWOOD - Kazuo Mizuno, staff writer for Screen Magazine in Tokyo, Yvette Mimieux and Yani Begakis, Hollywood correspondent for Screen, on the Paramount-Embassy set of "The Caper of the Golden Bulls" -- in which Miss Mimieux is co-starred with Stephen Boyd and Giovanna Ralli.



HOLLYWOOD - John Mills has been signed to co-star with Rod Taylor in "Chuka," scheduled to go before the Paramount Technicolor cameras in October.

NEW YORK - Paramount board chairman Barney Balaban wishes Mike Phillips a long and happy retirement as he leaves his post as 9th floor receptionist after many years of loyal service. (See page opposite).



Warren G. Harris has been named manager of creative services for Paramount Pictures, it is announced by Joseph Friedman, vice-president and director of advertising and public relations.

In his new post, Harris will handle special creative and research assignments in all areas of Paramount's merchandising and marketing activities, and will work closely with Friedman and the latter's executive assistants, Meyer Hutner, Hy Hollinger and Mort Hock.

William Werneth is replacing Harris as Paramount's trade press representative. Werneth previously held the same post at United Artists Corp.

A member of the Paramount advertising-publicity staff for the past seven years, Harris has served as trade press and magazine contact, as well as liaison with book publishers and feature writer. He entered the industry in 1957 as a member of the editorial staff of Quigley Publications.



HOLLYWOOD -- Yvette Mimieux (in car), co-star of Joseph E. Levine's Paramount release, "The Caper of the Golden Bulls," being interviewed by Jenny Dhont, film representative of Cine Presse and Cine-Revue of Belgium.



HOLLYWOOD - Jenny Dhont (see above) later interviews Lomax Study, also of the cast of "The Caper of the Golden Bulls."



MANILA, Philippines - Glamorous Philippines film star Divina Valencia as she appeared in the Ben Farralles fashion show at the Avenue Theatre as a prelude to the preview of "Paradise, Hawaiian Style."



HOLLYWOOD - While vacationing in California, Harold Wilson, assistant to Home Office manager Charles McMains, paid a visit to the Paramount Studio. He toured the entire plant and had lunch in the commissary with Paramount International's Rose Goldstein; and, as shown above, was photographed on the set of "The Caper of the Golden Bulls" with co-star Stephen Boyd.



RIBEIRAO PRETO, Brazil - Miss Weide Aparecida Abade, of Paramount's branch here, pins the emblem of 25 years of service to Paramount on the lapel of Eugenio P. de Freitas, Ribeirao Preto branch manager. Shown L to R: Oswaldo Leite Rocha, director of publicity for Paramount and president of the 25-Year Club; Claudete Mateus, Maria Cleusa Corsini, Oswaldo Lopes de Brito (movie columnist of "O Diario"); Ana Foresto, Eugenio P. de Freitas, Domingos Mauro Filho, Weide Aparecida Abade, Roberto Davini and Carmen Alice Fernandes Vieira.

In related ceremonies, the scroll of service was presented to Mr. de Freitas by Mr. Rocha; and the gold watch was presented by Ana Foresto. (It is reported that the receipt of the new watch overjoyed the recipient - and also his son, who promptly took possession of his father's old watch).

The Real and The Re-enacted



IS PARIS BURNING? is described as "a mammoth movie to watch for" in the September issue of Glamour Magazine. The recommendation comes in the magazine's What's New department and includes a still from the 'mammoth movie.'

A fierce and bloody chapter in the battle for the liberation of Paris was this one fought in the street arcade of the Hotel Meurice, headquarters of the Forces of Occupation. At top is an actual scene dated August 25th, 1944. Below is the re-enacted action, filmed in part in the same identical spot by director Rene Clement for "Is Paris Burning?"



BOGOTA, Colombia - An unusual twist to a lobby poster is this one hung in the entrance to the Opera Cinema advertising "The Spy Who Came In From The Cold." It is suspended by a nylon thread and is revolved by the wind stream generated by a turbine outside one of the lobby doors.

「阿爾菲」(ALFIE)續傳捷報

現在美國充滿了「阿爾菲熱」，「阿爾菲」(Alfie) 是派拉蒙新片，主角是個採花能手。紐約的兩家戲院同時獻映，還有許多戲院蜂擁而至，要預定這部巨片的上映。這股衝勁可與數年前「十誠」(The Ten Commandments) 和「江湖豪客」(The Carpetbaggers) 媲美。

這是有很大意義的。塞士尼克小姐一定保證會發掘許多最好的小說，舞台戲劇和演戲的新人，來供給派拉蒙拍片；愛文斯先生的基地在倫敦，他將供給派拉蒙在計劃中的影片戲劇，和物色作家們字跡未乾的最優秀文學作品送到派拉蒙。這些都使派拉蒙在同行競爭中跨前一大步。

發行也比前擴大了。『巴黎烽火劫』(Is Paris Burning?) 的發行工作已到最熱鬧的時刻。我們截稿時，恐怕就要宣佈該片在巴黎作世界首映的日期，這消息當然將值得使全世界注意。在美國，對這部巨片的發行特設立專員們負責，他們正在廿四小時不斷工作，務使全國對這部巨片在美國首映予以注意。首映日期已定為十一月九日，地點是在紐約的克里特良(Criterion)戲院。

主演，他在片中表演戀愛上種種滑稽的事情。大家一致同意這是派拉蒙最佳的喜劇之一，湯尼·寇蒂斯又將在輕鬆喜劇小生的地位爬上一步。

同時，巨片「Nevada Smith」到處受到盛大熱烈歡迎，它的確成為派拉蒙最大賣座的影片之一，它不但在各地開始放映時的賣座一鳴驚人，而且它愈映愈盛。譬如它現在英國和日本的公映，我們需得創造新的字眼才能形容它的盛況。

請注意本期第39頁，我們刊登了許多在南非聯邦幾部派拉蒙影片發行的成功。這是推進發行對票房多麼有價值的又一實例。



The "Alfie" Story

has had a many-phased coverage on PP 20-21, but here is a cable from Alan Wardrope in Sydney to Guenter Schack in New York which indicates the true nature of the sensation this picture is continuing to create:

"ALFIE" WAS BIGGER IN JUST CONCLUDED 8TH WEEK AT SYDNEY'S PARAMOUNT THEATRE THAN IN ANY OF THE HUGE PRECEDING WEEKS. FILM WHICH OPENED BIG HAS CONTINUED TO GROW AND THERE IS NO SIGN OF SLACKENING IN TORRID PACE.... UNTIL THE 8TH, BEST WEEK HAD BEEN THE 4th, BUT THE MIGHTY 8th TOPPED ITS FIGURE BY HEFTY 20 PERCENT MARGIN.... CURRENTLY NEGOTIATING BIG SPREAD IN NATIONAL MAGAZINE PIX ON WHAT PROMINENT SYDNEY WOMEN BROADCASTERS, TV PERSONALITIES ETC. THINK OF "ALFIE" AND THE "ALFIE'S" IN THEIR LIVES. FOR A MAGAZINE TO COME IN LIKE THIS AFTER A FILM HAS RUN 8 WEEKS IS UNPRECEDENTED AND REFLECTS THE EXCITEMENT GENERATED BY "ALFIE" REGARDS

- WARDROPE

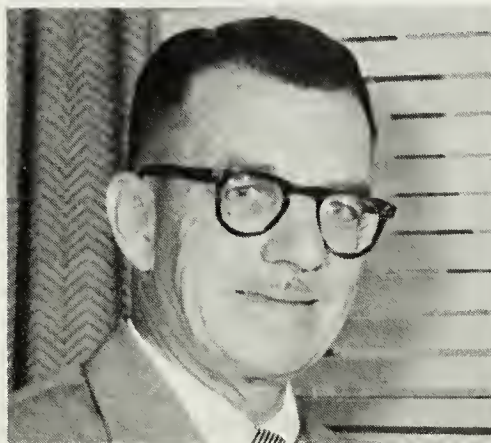
The "Alfie" success story has gone from 'great' to 'greater' since the Wardrope cable streaked into New York. The 9th week proved to be, in Sydney, the second highest in the engagement; and the 8th week in Melbourne, the 3rd highest. So it is not difficult to imagine the "Alf-excitement" spreading throughout the Australian film industry. In the meantime, Alan Wardrope is in New Zealand, spreading the word in that country, prefixed always with the information that "'Alfie' will be the second biggest grossing film Paramount has ever had in the Australian territory, topped only by Cecil B. DeMille's 'The Ten Commandments'."

It is now legendary that one cannot tune in radio or TV without hearing the "Alfie" song, or some news, quip or allusion to the Michael Caine film.

AUSTRALIA & NEW ZEALAND



NEW YORK - "Alfie" star Michael Caine learns more about the sensational success of the film in Australia from Leo F. Armati, U.S. representative of Associated Newspapers of Australia (including the Sydney Sun and Melbourne Age). He also represents the London Evening Standard. Occasion was the international press reception for Caine immediately preceding the New York premiere of "Alfie."



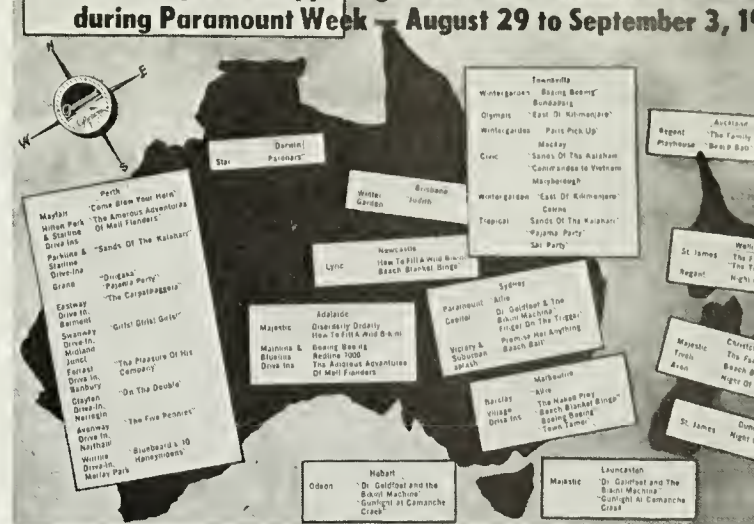
BRISBANE - This is Keith Logan, Paramount branch accountant here, and the pleased smile is because he recently won a half-share in the local Golden Casket Lottery, netting him \$A15,000, taxfree.

The Paramount attractions selected by managing director Robert L. Graham for the "A Day With Paramount" screenings are: "Alfie" and "Paradise, Hawaiian Style." There will be no exhibitor resistance evident on these occasions.

"A DAY WITH PARAMOUNT" DATES ARE ALL SET

That festive and practical occasion which Paramount managing director Robert L. Graham has made an institution with Australian exhibitors -- "A Day With Paramount" -- is at its 1966 beginning point. It should be the bonniest of all "Days" this year, Paramount product being what it is. The following is the schedule as announced recently by Mr. Graham:

PERTH, Western Australia,	Sept. 20
ADELAIDE, South Aust.,	Sept. 27
CAIRNS, Queensland,	Oct. 11
MACKAY, Queensland,	Oct. 13
SURFER'S PARADISE, Q'land	Oct. 18
MELBOURNE, Victoria,	Nov. 29
SYDNEY, New South Wales,	Dec. 6



SYDNEY - As it has been for the past 46 years, Paramount Week was observed in Australia and New Zealand from August 29 through September 3rd. This is the two-page trade paper advertisement which reminded the Australian and New Zealand exhibitors of the Power of Paramount.

In a later report on Paramount Week, we have learned that the event was a huge success nationally, the national quota being exceeded. Exhibitors in some of the states, and particularly in Victoria, were especially pleased by the results of this national celebration.

SYDNEY - Paramount general sales manager Jack Edwards and head accountant Maxwell Allan have been appointed to the board of Paramount Film Service Pty. Limited.

This has been announced by managing director Robert L. Graham.

The board now consists of Robert Graham, Herbert C.E. Wilton, James A. Sixsmith, secretary-treasurer, Jack C. Edwards and Maxwell C. Allan.



Jennifer Jones and John Leyton caper to a dangerous strain of music in "The Idol," and before they know it, they are out of their depths and into the whirlpool of a forbidden passion. ("The Idol" is a Paramount International release in limited territories).

HAL WALLIS' PRESLEY PRODUCTIONS ALWAYS SCORE IN THE PHILIPPINES



Producer-director Blake Edwards has launched a nation-wide search for ten (10) sets of beautiful identical twins for key roles with Craig Stevens in Paramount's "Peter Gunn."

Edwards decided to conduct the national hunt when he learned that Central Casting in Hollywood had only one set of girl twins listed in its entire roster. The filmmaker reports that American, Italian, German, Swedish, Japanese, French and Chinese twins are all eligible for roles in "Peter Gunn" as glamorous hostesses on a luxury liner. (Edwards is not interested in triplets, quadruplets, or quintuplets).



MANILA - An effective trilon on Dewey Boulevard, opposite the famous Barbecue Center, announcing the benefit premiere of "Paradise, Hawaiian Style."

MANILA - Highlight of the "Paradise, Hawaiian Style" premiere at the Avenue Theatre was the staged fashion show named for the Hal Wallis production starring Elvis Presley. Above is a long shot view of the original setting, with the Totoy de Oteyza Dance Group and Allegro Dancers performing the first dance number, entitled "Island of Love."

ANG KASAYSAYAN NG TAGUMPAY NG "ALFIE" AY PATULOY

Ang Estados Unidos ngayon ay kasalukuyang nasasailalim ng pagkagayuma sa "Alfie". Ang unang pagtatanghal ng pelikulang ito na nilalabas naman ni Michael Caine sa dalawang sineng magkasabay sa Nueva York ay isa lamang kabanata ng kasaysayan; ang isa pa (at siyang lalong mahalaga) ay ang pagdagsa at paguunahan ng may-ari ng sine sa pagkakagustong mailabas ito sa lalong madaling panahon. Ang pangyayaring ito ay katulad noong panahon ng "The Ten Commandments" at "The Carpetbaggers". Ito ay siyang pinaka-tiyak na palatandaan ng kabantugan ng isang pelikula—kaya nga tiyak na ang "Alfie" ay mayroon na nito.

Ang bago pa lamang na pagkakahirang kina Joyce Selznick at Robert Evans ay may malaking kahalagahan sa mga taga-Paramount sa lahat ng dako. Si Bb. Selznick ay tiyak na makapagtatamo para sa Paramount ng pinakamabubuting kwento sa larangan ng panitikan at tanghalan at gayon din ng mga bituing gaganap. Si Gg. Evans, naman na mamalagi sa Londres, ay inaasahang siyang makakapagtamo para sa Paramount ng higit sa sino mang makakalaban ng mga pelikulang binabalak pa lamang yariin, ng mga talinong kung pagsasamasahin ay maglubunga ng mabubuting panoorin at ng mga kasaysayang pang-panitikan na bagong akda. Lahat ito ay sinadya upang ang Paramount ay siyang manguna sa lahat ng mga katungali sa industriya.

Ang Paramount ay malaki rin ang pagkakaunlad sa pagtatamo ng mga "short subjects" na pinakamagaling sa lahat. Ang mas-malaki sa dating

PARADISE, HAWAIIAN STYLE, which premiered at both the Avenue and Capitol theatres in Manila, was a tremendous success according to Paramount manager A.S. Velasquez.

pagbabalita tungkol sa sangay na ito ng negosyo sa Paramount World ay isang tanda nito; kaya nga inaasahan ding ang mga "short features" na ating ipinamamahagi ay magkakaroon din ng ganitong pagkakaunlad sa paglalabas sa mga puting-tabling sa daigdig.

Ang mga gawain tungkol sa nalalapit nang pagtatanghal ng "Is Paris Burning?" ay lubos na masigla. Habang sinusulat ito ay inaasahan na maipapahayag na sa bilang na ito ng Paramount World ang tiyak na petsa ng 'world premiere' ng kahanga-hangang pelikulang ito sa Paris—isa pangyayaring tunay na karapat-dapat na ibalita sa boong daigdig. Sa Estados Unidos naman, ang mga tauhang tanging inilaan sa gawaing ito, ay patuloy ang gawain at naglalamay pa upang ang boong bansa ay mabalitaan tungkol sa 'premiere' nito sa Amerika. Ito ay nakatakda sa gabi ng Nobiyembre 9 sa Criterion Theatre sa Nueva York.

Ang komedyang nagdudulot ng mga ngiti, pagtawa at paghalekhak sa mga taga-Paramount ay ang "Arrideverci, Baby!". Ipinakita rito ni Tony Curtis ang maraming mga nakakatawang mga bagay na maaring manyari sa isang paglibigan. Lahat ay nagkakaisa na ito ay isa sa pinakanakakatawang komedya ng Paramount sa lahat ng panahon, at tunay na naglalagay kay Tony Curtis sa pangunahing hanay ng mga mapag-patawa sa puting-tabling.

Samantala, sa mga malaleki at mahahalagang mga lungsod sa paligid ng daigdig, ang "Nevada Smith" ay nagpapatunay sa kasiyahan ng lahat na ito ay isa sa pinakamalakas-kumiteng pelikula ng Paramount. Hindi lamang ito nagsisimula ng malakas sa malalaking pook, kundi nagsisimula lamang ito doon at patuloy na lumalakas. Kinakailangang makatuklas ng mga bagong kataga upang mailarawan ang mga rekord na ginagawa ng 'bakbakang' pelikulang ito sa Grand Bretanya at sa Hapon.

Pinaaabot namin sa inyong kaalaman sa pahina 39 ang mga matagumpay na pagpapahaya na ginanap sa Republika ng Timog Afrika tungkol sa ilang pelikula ng Paramount. Isa pa itong katibayan na ang mabuting pagpapahayag na magaling ay nagbubunga ng mabuting pag-ani sa takilya.

MANILA - Daughters of prominent citizens of this city acted as usherettes at the gala premiere of "Paradise, Hawaiian Style," held for the Philippines National Red Cross, 1966 Fund Campaign. Reading from left: Paramount manager A.S. Velasquez, Marilu Pelasz, Vicky Villa, Emy Malong, Kelly Grace Luzon and Paramount's Ric Javier.



HAPPENINGS IN HOLLYWOOD

This month (September) will see three important Paramount pictures go into work. They are: "Half a Sixpence," "Easy Come, Easy Go" and "The Busy Body."

"Half a Sixpence," based on the hit Broadway and London stage musical, was tagged with a September 13 starting date in London.

Hal Wallis' production of the Elvis Presley starrer, "Easy Come, Easy Go," was given a September 26 starting date.

The same date was assigned to "The Busy Body," which William Castle will produce with Sid Caesar in the starring role of a modern gangster mystery comedy.

Recently completed in the studio were: Joseph E. Levine's Embassy-Paramount romantic adventure film, "The Caper of the Golden Bulls," and the latest A.C.Lyles Technicolor Western, "Huntsville," co-starring George Montgomery, Yvonne de Carlo, Tab Hunter, Leo Gordon and Brian Donlevy.

PARAMOUNT SIGNS TV'S NORMAN FELTON TO PRODUCE "THE HAPPENING" AND TWO OTHER THEATRICAL PRODUCTIONS

Norman Felton has been signed by Paramount Pictures to produce three major films under the aegis of his Arena Productions, it was announced jointly by Howard W. Koch, Paramount vice president and studio and production head, and Felton.

"The Happening" will be the first Paramount project for Felton, one of the most successful television producers who marks his entry into theatrical motion picture production with the transaction. To be filmed from an original screenplay by Emmy Award-winner Robert Thom, "The Happening" is a satirical drama about the overthrow of the adult population by the youth of America in 1977.

Arena Productions currently is filming three major series for television: "The Man from U N C L E," "The Girl from U N C L E" and "Jericho." Felton previously produced "Dr Kildare," "The Eleventh Hour" and "The Lieutenant."



Jennie Dhont, representing Cine-Revue and Cine-Presse of Belgium, never misses a single star for interviewing purposes. At left she is on the set of "The Caper of the Golden Bulls," with co-star Stephen Boyd; at right, with Robert Strauss on the set of A.C.Lyles' "Fort Utah."



In another interview on the set of "Fort Utah," Jenny talks with John Russell, co-star of the A.C.Lyles production.



Stephen Boyd (centre) and Vito Scotti (left) chat between scenes with international correspondent Leon Balter (representing more than 20 Latin American publications) on the set of "The Caper of the Golden Bulls." This is a Joseph E. Levine presentation, directed by Russell Rouse and produced by Clarence Greene, and is an Embassy-Paramount co-production.



Group shot made when eminent author Paul Gallico was feted at a luncheon in his honor at Paramount Studio when it was announced that he would prepare a treatment of his novel, "The Man Who Was Magic." The picture, it was also announced, would be produced by Sue Ladd for Paramount release. Shown left to right: Howard W. Koch, vice-president and studio and production head; Sue Ladd; Paul Gallico and Mrs. Gallico.

Signed Robert Ryan has been signed by producer-director William Castle to co-star with Sid Caesar in Paramount's modern gangster spoof, "The Busy Body," scheduled for a September 26 start in Hollywood....."Huntsville" is the 14th A.C.Lyles production for Paramount, and Richard Arlen has his 14th Lyles assignment in it.

"ALFIE" FORTSÄTTER ATT GÖRA SUCCÉ

Nu har Amerika förtrollats av "Alfie" - hjärtekrossaren. Premiärerna på Michael Caine-filmen på två biografer i New York är ett kapitel för sig - det andra (och betydligt viktigare) kapitlet är biografägarnas rusning för att försäkra sig om "Alfie". Denna enorma rush påminner om den väldiga anstormningen för några år sedan då alla biografägare ville sätta DE TIO RUDORDEN och DE HÄNSYNSLÖSA. En sådan rush är det bästa tecknet på en films popularitet - och "Alfie" har verkligen orsakat en rush av o-troliga mått.

Utnämningen som nyligen skedde av Joyce Selznick och Robert Evans, är av stort intresse för Paramount World jorden runt. Genom Miss Selznick kommer Paramount att tillföras en utomordentlig såväl litterär som scenisk förmåga. Mr. Evans, i London, väntas tillföra Paramount både filmprojekt, olika slags "film-paket" och litterära projekt innan ens bläcket i författarnas pennor hunnit torka. Allt detta kommer att föra Paramount ett jättesteg framför konkurrenterna.

Paramount tar även ett jättekälv framåt när det gäller att skaffa det bästa material som står att få ifråga om kortfilmer. Paramounts utökade verksamhet inom området visar detta och man väntar sig även att de kortfilmer vi nu distribuerar, kommer att visas på fler och fler biografer världen runt.

Arbetet inför premiären på BRINNER PARIS? på-



YVONNE DE CARLO, who co-stars with George Montgomery in A.C. Lyles' outdoor adventure drama, "Huntsville. This is an action-filled story of a prison wagon carrying a cargo of lawbreakers across the plains of the Old West.

går febrilt. I detta nummer av Paramount World hoppas vi kunna tillkännage vilken dag världspremiären av denna strålande film kommer att äga rum i Paris. I Förenta Staterna sysslar en hel avdelning med denna film och man arbetar dygnet runt med att se till att hela nationen får kännedom om när premiären i Amerika skall bli. Officiellt är den utsatt till kvällen den 9 november på Criterionbiografen i New York.

En komedi som får alla Paramountare att skratta, fnissa och le, är ARRIVEDERCI BABY, där Tony Curtis visar alla de komiska saker som kan hända när det gäller kärlek. Alla är ense om att detta är en av de skojigaste Paramount-komedierna genom tiderna, som definitivt placerar Tony Curtis högt på listan över romantiska film-skådespelare-komedianter.

Under tiden ger NEVADA SMITH tillfredsställande bevis, på strategiska platser jorden runt, att den är en av tidernas mest lukrativa Paramount-filmer. Inte bara att den från början drar stor publik var den än visas, utan den behåller också sitt fina rykte genom att kassorna ökar från plats till plats. Man måste hitta på nya ord för att kunna beskriva de rekordartade framgångar som denna spännande äventyrsfilm har haft i Storbritannien och Japan, de enda länder där den hittills visas.

Vi vill gärna fästa Er uppmärksamhet på sidan 39, där några av de mest framgångsrika Paramountfilmerna i Sydafrikanska Republiken.

Detta är ytterligare ett bevis på vilken strålande förtjänst det är med filmer som har publiktycke.



STOCKHOLM - This is the Draken Theatre, one of the two cinemas which recently premiered "The Spy Who Came In From The Cold". (The other was the Röda Kvarn). The electric sign atop the Draken indicates the origin of the theatre's name.



STOCKHOLM - Scene in the Biografen when the publisher of "The Spy Who Came In From The Cold" held a special reception at the time of the espionage thriller's release at the Draken and the Röda Kvarn.

COPENHAGEN - By the end of the 4th week at the Imperial, "The Spy Who Came In From The Cold" had attained great success and powerful momentum -- and was continuing towards still greater heights.

HOLLYWOOD - Important visitors from Guinea visit Paramount Studio and are photographed on the set of "The Caper of the Golden Bulls" with co-star Stephen Boyd. From l to r: Aliou M. Diallo, economist; Gilbert C. Minot, cinema student at U.S.C.; Biro Diallo, director, Julius Nyerere Superior Normal School, Kankan; Stephen Boyd; Alimou Diallo, director, Normal School, Macenta; Emile Cisse, director of technical college of Kankan; Mr. M'Bemba Bangoura, Deputy and Questor of the National Assembly; Mamadou A. Balde, cinema student, U.S.C.; and Moussa Camara, Inspector of Primary Education.



"NEVADA" AND "ALFIE" SETTING SIZZLING BRITISH FILM PACE

Two-fisted "Nevada Smith" is doing to box-offices in Great Britain what his screen counterpart does to the callous killers in this ace-entertainment thriller which seems like emerging as one of Paramount's all-time bonanzas. Russell Hadley and Peter Reed have been having a wonderful time, cable-wise, comparing "Nevada" with "Katie Elder" and "The Carpetbaggers," and Steve McQueen comes out on top in virtually every case.



SUZANNA LEIGH ("Boeing Boeing" and "Paradise, Hawaiian Style") in a scene from the produced-in-England Paramount production, "The Deadly Bees."

50 PARAMOUNT YEARS FOR HENRY CLASS LIVERPOOL BRANCH MANAGER

Sunday, September 11 may have been just another day to almost everybody else, but to Henry Class, Paramount branch manager in Liverpool, England, it was a very important milestone. It marked the rounding out of his 50th year of service to Paramount. And it brought him, among a lot of other congratulatory messages, these two cables from Paramount headquarters in New York:



FROM PARAMOUNT'S PRESIDENT

LIVERPOOL IS A VERY STRATEGIC CENTRE IN THE WORLDS COMMERCE AND PARAMOUNT IS EXTREMELY FORTUNATE IN HAVING YOU IN CHARGE OF OUR AFFAIRS THERE AS YOU CLIMAX YOUR HALF CENTURY OF SERVICE TO THE COMPANY. WE HAVE LONG BEEN MONDFUL OF YOUR FINE COMPETENCE AND LOYALTY AND TRUST THAT WE SHALL ENJOY YOUR DEDICATED SERVICE FOR YEARS TO COME. COMPLIMENTS AND BEST WISHES

GEORGE WELTNER

FROM PARAMOUNT INTERNATIONAL'S PRESIDENT

HAVING KNOWN AT FIRST HAND YOUR FINE RECORD AND GREAT SENSE OF DEDICATION TO THE COMPANY YOU HAVE SERVED SO TIRELESSLY FOR SO LONG IT IS VERY GOOD INDEED TO FIND THAT AT THE HALF CENTURY MARK OF SERVICE TO PARAMOUNT YOU ARE STILL DELIVERING ON ALL CYLINDERS. I DO COMPLIMENT YOU WARMLY AND LOOK FORWARD TO YOUR SERVING PARAMOUNT FOR A LONG TIME TO COME. KINDEST REGARDS

JAMES PERKINS

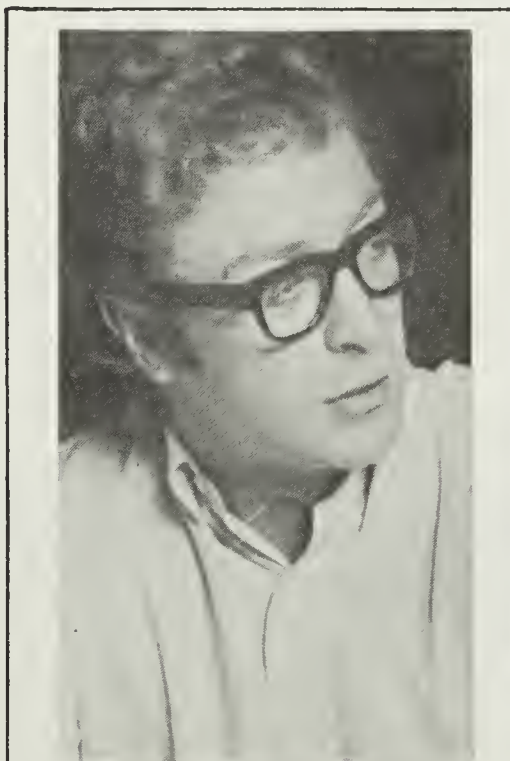
Next month we will have a photo story of the observance of Mr. Class' Fiftieth Anniversary.



HOLLYWOOD - Gerard Garrett, London Evening Star correspondent visiting here, interviews the dazzling co-star of "The Caper of the Golden Bulls," Giovanna Ralli. At left is Miss Ralli's secretary, Doris Greco.



NEW YORK - At the international press reception in his honor prior to the premiere of "Alfie," Michael Caine chats with two representatives of the renowned press organisation of Reuters Ltd. They are Messrs. Jeremy Ryan, left, and David Lawday.



This is Michael Caine, who is still reeling from the shock of finding that "Alfie" not only ran for 16 weeks in Manchester, but is continuing.



Julia Foster,

who was one of "Alfie's" birds in the boundlessly successful Michael Caine comedy romance, is Tommy Steele's leading lady in "Half A Sixpence," now being filmed at Shepparton Studios in London under the direction of George Sidney.

Most advocates of realism in this world are hopelessly unrealistic.
- Jawaharlal Nehru

DER ERFOLG VON "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" HÄLT AN.

Die Vereinigten Staaten sind jetzt voll und ganz dem Ladykiller Alfie verfallen. Die Eröffnung des Michael Caine-Filmes "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" in New York war ein Kapitel des Erfolges, ein anderes, noch wichtigeres ist der riesenhafte Andrang der Theaterbesitzer, um unseren Film noch unter Vertrag zu nehmen. Das erinnert uns in großem Masse an die Erfolge, die vor einigen Jahren mit "DIE ZEHN GEBOTE" und "DIE UNERSÄTTLICHEN" erzielt wurden. Tatsachen, die Anlaß zu solchen Vergleichen geben, sind doch wohl der beste Beweis für die Popularität eines Filmes - und bei "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" ist der Vergleich durchaus berechtigt.

Die kürzlich erfolgte Ernennung von Joyce Selznick und Robert Evans dürfte für die gesamte Paramount-Belegschaft auf der ganzen Welt von größter Bedeutung sein. Frä. Selznick wird uns eine Belieferung mit den besten Literatur- und Bühnenstücken garantieren und außerdem neue Schauspieltalente für unsere Firma entdecken; man erwartet von Mr. Evans, der seinen Sitz in London hat, daß er die Paramount-Produktion vor allen anderen Konkurrenten mit Filmprojekten, Produktionen aller Arten, und Bucherscheinungen versorgt. All das geschieht, damit Paramount allen Konkur-

NEW YORK

In New York, as in all of the United States, conversation and attention are focused on the World Series, the opening of the college and professional football seasons, the beginning of the new school year, and the end of the summer and vacations spent, and where, and how, and it's only ___ days to Xmas. Here in the Branch the focus, as always, is on Broadway openings, major circuit breaks, and future product.

"Alfie" is doing it - on the screen and in the Embassy 46th Street and Coronet Theatres. Grosses indicate a long-long run. "Bolshoi Ballet 67" opens September 29th in the Festival and 68th Street Theatres. "Seconds" is set for 1st run New York and keys October 5th. "Is Paris Burning?" opening in the Criterion November 10th - yes.....and "Funeral In Berlin" in the Forum and Tower East Theatres December 22nd. "Psychopath" and "The Naked Prey" are set to stimulate audiences on September 28th, and "This Property Is Condemned" will ride its set of tracks on October 26th.

So we ask you - What's better to talk about, and be involved with --- baseball?, vacations?, holidays?, or this exciting array of new powerful product?!!!

Cable Michaud-to-Perkins from Paris states "NEVADA SMITH" DOING IT ALSO IN GERMANY. FIRST WEEKEND IN 37 THEATRES A HEFTY PERCENTAGE AHEAD OF "THE CARPETBAGGERS."

....And "The Carpetbaggers" is one of the most successful pictures Paramount has ever released in Germany.

I am interested in Physical medicine because my father was. I am interested in medical research because I believe in it. I am interested in arthritis because I have it.

- Bernard Baruch

renten immer einen großen Schritt voraus ist.

Weiterhin unternimmt Paramount alles, um bestes Kurzfilmmaterial zu erwerben. Paramount World berichtet in großem Umfang von den Entwicklungen dieses Geschäftszweiges und wir erwarten, daß unsere Kurzfilme, die wir selbst vertreiben, in allen Teilen der Welt Bereicherungen der Kinoleinwände sein werden.

Was den Start-Termin unseres Filmes "BRENNT PARIS?" anbetrifft, so haben wir die Stufe der fieberhaften Vorberreitungen erreicht. Während diese Zeilen geschrieben werden, hoffen wir, daß in dieser Ausgabe der Paramount World bereits der tatsächliche Termin der Welt-Premiere in Paris für diesen hervorragenden Film bekannt gegeben werden kann. Dieses Ereignis wird auf der ganzen Welt gespannt erwartet. In den Vereinigten Staaten arbeiten die Leute, die speziell für diesen Großfilm eingesetzt sind, unaufhörlich, um die gesamte Kinowelt auf die Premiere in Amerika aufmerksam zu machen. Als offizielles Premierendatum ist der 9. November im Criterion Theatre in New York genannt worden.

Eine Komödie, die alle Paramounteers lachen, schmunzeln und fröhlich sein läßt, ist "MEINE BEZAUBERENDE GRÄFIN", in der Tony Curtis beweist, daß, was die Liebe anbetrifft, sich viele außergewöhnliche Dinge ereignen. Wir sind uns alle einig, daß es sich hierbei um eine von Paramount's besten Komödien handelt, und daß Tony Curtis bestimmt zu den hervorragendsten romantischen Darstellern der Leinwand gehört.

In der Zwischenzeit beweist "NEVADA SMITH" in allen Schlüsselplätzen der ganzen Welt, zu der Zufriedenheit aller, die sich damit beschäftigen, daß es sich um einen wirklich großen finanziellen Erfolgsschlager handelt. Es war nicht nur ein großartiger Start, sondern der Film hat sich den Ruf angeeignet, die Startzahlen nur als Ausgangspunkt zu benutzen, um immer mehr anwachsen zu können. Man müßte neue Wörter erfinden, um mit ihnen die Rekorde bezeichnen zu können, die dieser Abenteuer-Film in England und Japan, den beiden einzigen Ländern, in denen der Film bisher außer USA zum Einsatz kam, erzielt hat.

Schließlich möchten wir Sie noch auf die Seite 39 dieser Ausgabe aufmerksam machen, auf der wir etwas von der erfolgreichen Schaumannsarbeit der Südafrikanischen Republik für verschiedene unserer Paramount Filme, zeigen. Das ist wieder einmal der Beweis, wie hoch sich schöne und praktische Werbung bezahlt macht.

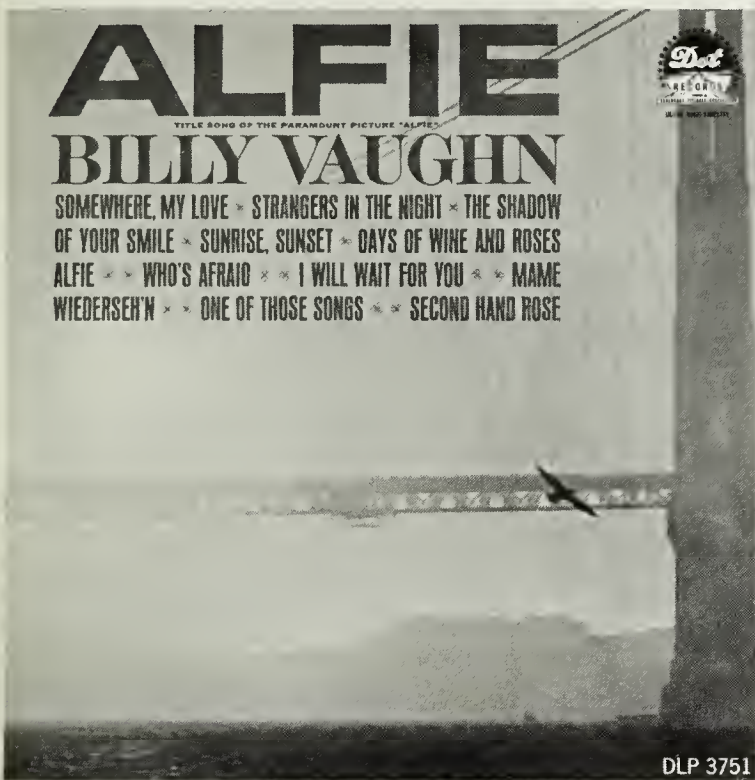


HAMBURG - An ultra-prominent display for "The Spy Who Came In From The Cold" at the Hauptbahnhof-Bahn-Südsteig.



SHELLEY WINTERS, who gives a most moving serio-comic performance opposite Michael Caine in "Alfie."

DOT RECORDS ARE WORLDWIDE FAVORITES



Front of the cover of Dot Records' L/P album for "Alfie," with a very smooth and tuneful rendition of the great film's theme song by the versatile Billy Vaughn.

All Dot Records albums now carry the Dot adaptation of the Paramount trade mark, and the legend: "Dot Records - A Division of Paramount Pictures Corporation."

Dot's RED HOT

WITH BEST SELLING SINGLES

144 WIPE OUT SURFER JOE THE SURFARIS	16904 CRY, CRY DARLING FALLING IN LOVE AGAIN JO STAFFORD	16916 MORNING MEANS TOMORROW YOUNG IDEAS JIMMIE RODGERS
16833 WISH YOU WERE HERE, BUDDY LOVE FOR LOVE PAT BOONE	145 PIPELINE MOVE IT THE CHANTAYS	16872 COME ON HOME WOULD YOU BELIEVE BONNIE GUITAR
16919 THE TALLEST TREE ARE YOU SINCERE BONNIE GUITAR	16924 ALFIE SOMEWHERE, MY LOVE BILLY VAUGHN	VIVA 602 MY WAY OF LIFE LAST CALL SONNY CURTIS

NEW RELEASE
16943
TARZAN (TARZAN'S MARCH)/FAMILY AFFAIR
LAWRENCE WELK

& BEST SELLING ALBUMS



& BEST SELLING ALL-TIME HITS

101 CALIFORNIA / BABY ELEPHANT WALK - Lawrence Welk	133 COME GO WITH ME / WHISPERING BELLS - Del Vikings
102 WHEELS / ORANGE BLOSSOM SPECIAL - Billy Vaughn	136 YOU CHEATED / NATURE BOY - The Sheldons
105 MELODY OF LOVE / SAIL ALONG SILVER MOON - Billy Vaughn	153 HOT PASTRAMI / DANTELL STOMP - Danterls
107 MOODY RIVER - SPEEDY GONZALES - Pat Boone	238 SUGAR SHACK / DAISY PETAL PICKIN' - Jimmy Gilmer & The Fireballs
110 LOVE LETTERS IN THE SAND - A WONDERFUL TIME UP THERE - Pat Boone	249 WONDERFUL SUMMER / DREAM BOY - Robin Ward



THE GREATEST TALENT ON RECORDS (PARAMOUNT PICTURES CORPORATION)

NEW YORK - This latest full-page ad for Dot Records appeared in the September 10th issue of Billboard, one of the two top record authorities. It is gratifying to note the prominence of the trade mark -- Dot Records - A Division of Paramount Pictures Corporation.

RIGHT

TOKYO - A very bright and cheery Pat Boone display in the Kyobashi Record Shop in the heart of this city. It is indeed indicative of Pat's popularity in this country.

From Boulevard Barthelemy, Brussels, to Penang Lane, Singapore; from Platia Colocotroni, Athens, to Avenida Vicuna MacKenna, Santiago, Chile; in 34 countries around the globe, Dot Records' foreign licensee recording companies issue the works of Dot Records artists to fill the world with music.

American music has become an international sound. From rock and roll to the big band beat, the productions of American artists are equally in demand in Hong Kong and Helsinki.

A number of Dot recording artists are regarded as international celebrities.

Pat Boone, for example, earlier this year was invited to the San Remo, Italy, Music Festival, the outstanding European popular music event. The two songs he sang in the competition both reached the finals -- and one of them, "Mai, Mai, Valentina", recorded by Dot's Milan affiliate with Pat singing the lyrics in Italian, reached the top position on Italy's best-selling records charts. Pat has a natural talent for languages and also has recorded a number of hit records in German and Spanish.

This summer in Japan, the tours of Pat Boone and another Dot artist, Billy Vaughn, crossed, resulting in a joint concert played before a mammoth sell-out crowd.

Billy Vaughn is one of Dot's most international celebrities and he is greeted on his tours through Europe and the Orient with wildly cheering crowds.

Dot artist Jimmie Rodgers recently returned from a triumphant Australian tour where



his records are outstanding favorites. He is also regarded as a top star in England and South Africa.

From East to West, through the free world and even behind the Iron Curtain, Dot recording artists are carrying the international language of good music to record fans everywhere.

ALL BUT THE REMEMBERING

WORDS BY HAL BLAIR

MUSIC BY JIMMY ASKELL



HOWARD KEEL, JANE RUSSELL, BRIAN DONLEVY, WENDELL COREY, JOHN SMITH, AND TERRY MOORE
Directed by ALF CRAMPTON. Screenplay by STEVE FORSTER. Produced by ALF CRAMPTON.

ENSIGN MUSIC CORPORATION AND LORNE GREENE MUSIC COMPANY
Division of Paramount Pictures Corporation - 1415 Broadway - New York 19, N.Y.

The thrill-upon-thrill spirit of the A. C. Lyles Paramount production, "Waco," created this fine ballad, "All But The Remembering." Also another stirring song with the same title as the picture itself.

Both songs were published by Ensign Music Corporation and Lorne Greene Music company, a subsidiary of Paramount Pictures Corporation.

TOKYO - Billy Vaughn (in light suit) and his band in a recent popular music session here.

"Nevada Smith," released in Paris the first week in September, broke the all-time record of the Paramount Theatre - and is continuing.

NEAL HEFTI has been signed to compose, arrange and conduct an original music score for the Paramount furfest, "Oh Dad, Poor Dad, Mamma's Hung You In the Closet and I'm Feelin' So Sad."

Hefti's recent musical credits include such important motion pictures as "How to Murder Your Wife," "Sex and the Single Girl," "Boeing, Boeing," "Harlow" and "Syanon."

"Oh Dad, Poor Dad, Mamma's Hung You In the Closet and I'm Feelin' So Sad," a Seven Arts-Ray Stark-Paramount presentation, stars Rosalind Russell and co-stars Robert Morse, Barbara Harris, Hugh Griffith and Jonathan Winters as "Dad."



BRIAN DONLEVY, who is co-starred with George Montgomery, Yvonne De Carlo and Tab Hunter in the A.C. Lyles action thriller, "Huntsville."

Broadway stage star Kay Medford co-stars with Sid Caesar, Robert Ryan and Anne Baxter in William Castle's Paramount comedy-mystery, "The Busy Body."

The actress, who recently completed long Broadway and London runs in "Funny Girl," plays Sid Caesar's mother in "The Busy Body," a talkative parent proud of the fact that her son has 'made good' with a major crime syndicate.

LE SUCCES D'"ALFIE" CONTINUE

Les Etats-Unis ont succombé, à leur tour, au charme d'"Alfie", le tombeur de femmes. La sortie du film de Michael Caine dans deux cinémas de New York constitue l'un des chapitres de l'histoire de ce succès ; l'autre, beaucoup plus important, est la gigantesque ruée des exploitants qui se pressent pour louer le film. Voilà qui nous rappelle singulièrement ce qui s'est passé il y a quelques années pour "LES DIX COMMANDEMENTS" et "LES AMBITIEUX". Ce genre de manifestation est incontestablement le meilleur indice de la popularité d'un film et "ALFIE" en est une démonstration fracassante.

Les nominations récentes de Joyce Selznick et Robert Evans sont d'une importance considérable pour les Paramountiers du monde entier. Miss Selznick nous assure en effet l'apport à Paramount, non seulement des droits littéraires des meilleurs romans et pièces de théâtres, mais aussi des acteurs les plus talentueux. Quant à M. Evans, qui sera stationné à Londres, nous espérons qu'il arrivera plus vite que la concurrence pour présenter des sujets de toutes sortes et acquerra les droits littéraires des romans susceptibles d'être portés à l'écran, dès que les auteurs en auront écrit la dernière ligne. Tout cela dans le but de placer Paramount bien avant les autres sociétés de production.

La position de Paramount s'affirme encore grâce à l'acquisition des meilleurs sujets de courts-métrages. La place que nous consacrons à ce domaine dans notre numéro montre clairement les progrès effectués dans cette direction et nous espérons également que les courts-métrages que nous distribuons seront largement diffusés sur les écrans du monde entier.

La Première Mondiale du merveilleux film de René Clément "PARIS BRULE-T-IL ?" se prépare fiévreusement. L'annonce de cet événement exceptionnel, dont on espère que la date sera connue avant la mise sous presse de ce numéro de Paramount World, constituera sans nul doute une nouvelle de la première importance pour le monde entier. Aux Etats-Unis, l'équipe spéciale affectée à ce film travaille contre la montre pour que la nation entière soit prévenue de la première américaine qui est officiellement prévue pour le 9 novembre, au Criterion Theatre à New York.

"ARRIVEDERCI, BABY!", une joyeuse comédie où Tony Curtis nous fait participer aux incidents les plus comiques qui puissent se produire quand l'amour est maître de la situation, déclenche le rire de tous les Paramountiers. Tous sont d'accord pour affirmer que nous avons là l'une des comédies les plus drôles que Paramount ait jamais produites et qu'elle place définitivement Tony Curtis parmi les acteurs les plus séduisants de l'écran.

Pendant ce temps, "NEVADA SMITH" continue à être projeté dans les villes-clés du monde entier et prouve, à la grande satisfaction de



PARIS - The Mistral Theatre on the Left Bank has been displaying this wonderful news of "Is Paris Burning?" for the past several weeks and will carry the display right up to the thunderous release of the great film.

tous, que ce film compte parmi ceux dont les recettes battent les plus grands records établis par Paramount. Non seulement "NEVADA SMITH" démarre partout de façon sensationnelle, mais les recettes qu'il enregistre se maintiennent à ce niveau élevé durant toute sa carrière. Il faudrait inventer de nouveaux mots pour qualifier les records atteints par ce grand film d'aventures en Grande-Bretagne et au Japon ; les deux seuls pays où "NEVADA SMITH" a effectué ses sorties générales.

Nous aimerions attirer votre attention sur la page 39, où nous mentionnons quelques exemples des grands succès d'exploitation obtenus par plusieurs films Paramount dans la République d'Afrique du Sud. Cela prouve une fois de plus à quel point une bonne exploitation est payante.



Picturegoers around the world are seeing quite a bit of the beauties of France these days via the Paramount release of the very fine colored short feature, "Three Parts of Gaul." Included is the above very colorful view of the internationally renowned beach of Cannes.

SHOWMANSHIP



NEW YORK - Two fine windows in the eminent menswear establishment on West 48th Street -- Austin Ltd. -- dedicated to the proposition that no man in his right senses should miss seeing "Alfie." (Premiere date and the theatres involved were included in both windows).

ROARING ROAD DOUBLE-CROSS COUNTRY RACE HELL DRIVERS DRIVE ON, NUDNIK SPEED ON ICE

ROARING YOUR WAY FROM

"Speed-O-Mania"

40 minutes of Fender-Bender thrills!

TECHNICOLOR

YOU actually see the danger of the deadliest sport of all-- racing.

FOR THE HOTTEST, AND WE DO MEAN HOT!, EXTRA-ADDED ATTRACTION AVAILABLE TODAY FOR NORTH & SOUTH CAROLINA EXHIBITORS WE SUGGEST THAT YOU BUY, BUY, DON'T SELL, WITH YOUR PLATINUM TO!

PARAMOUNT FILM DIST. CORP.
233 S. Church St., Suite 107
CHICAGO, ILL. 60602

HONEY HALF-WITCH SAYS: "GO-GO" with Paramount ALL THE WAY DURING OUR SHORT SUBJECT FESTIVAL - AUG. 3rd. - SEPT. 30th. -

THE BEST VARIETY IN CARTOONS TODAY!

THE VERY BEST LIVE-ACTION SHORT-SUBJECTS!

AND EVERY ONE IN TECHNICOLOR.

REMEMBER THE DATE OF OUR FESTIVAL AND - RUSH YOUR DATES TO: USE THE POSTAGE-FREE CARD ENCLOSED.

CHARLOTTE, North Carolina - A fine couple of flyers put out by the branch here, alerting all exhibitors to the importance of Paramount's Short Features Month.

THE HIGH SUCCESS of the more than a score of record labels covering the theme song of "Alfie" should be challenging every ounce of our showmanship sense. The song is a nationwide sensation, and every time it is sung it wins countless new friends for one of the most successful films in our history -- "Alfie."



NEW YORK - Showmanship certainly struck a high note in connection with the premiere of "Alfie" here, and particularly in the case of the New Embassy Theatre, where fans slept on cots in the lobby overnight in order to get English crumpets and tea in the morning -- and their pictures in the press, their voices on radio and their faces and quaint attire on television. The whole affair was a wild and wonderful showmanship victory -- as the thunderous capacity business ever since eloquently testifies to.

5c

THE DAILY NEWS

There goes our new mascot!

THEME WAS a new twist to the popular story "The Mysterious" in the Evening News office. And it was a twist that caused a mild controversy between reporters in the Production Department and the "News" staff.

When it is nothing more than a production worker Hugh Lewis had some doubts as to whether it was really worth the effort to make it.

And if you know Hugh Lewis, you know he's a man who doesn't back down.

The little kid started out as a mascot for the "News" and he's been there ever since.

And guess what? They called it "Tom Greaves" all along it was a hit. By the way, Hugh Lewis is a real mascot.

There was action "the best" at the Strand Cinema last night when round one of the Nevada Smith Quick Draw Contest went on stage before a packed audience. And it looks as if the "fastest gun" might turn out to be a girl. Local "Calamity Jane" Pearl Solomon, of Arizona, shot Julius Clark, of Nevada, who was full of "lead" almost before he had time to clear the holster.

The show was supervised by Wells Fargo and emceed by Marshall Rod Webb. The contest was held at the Nevada Smith Quick Draw Contest, which is a series of contests held at the Nevada Smith Quick Draw Contest. The prize was a gun which will be awarded a \$1,000 Super Cowboy. Nevada Smith Quick Draw Contest is a series of contests held at the Nevada Smith Quick Draw Contest. The prize was a gun which will be awarded a \$1,000 Super Cowboy.

Wells Fargo and Marshall Rod Webb are the sponsors of the Nevada Smith Quick Draw Contest. The contest is held at the Nevada Smith Quick Draw Contest. The prize is a gun which will be awarded a \$1,000 Super Cowboy.

BUENOS AIRES, Argentina - Superb window in the ladies' fashions section of this city's top department store for the Hal Wallis comedy, "Boeing Boeing."

Showmanship by the releasing cinema, the Opera, and the other 10 associate release houses, included a very heavy radio and TV campaign. One of the phases of the latter included a contest entitled: "To what airline does the stewardess played by Dany Saval belong?" An associate contest asked the same question of Christiane Schmidtmer. Answers totaled into the thousands.

AUGUST 3 - SEPTEMBER 6

BONNIE LYNCH

MONTH

Always take her best to your class dates--to movies to just one more date--perhaps waiting to give a reason! Now you can show your appreciation and at the same time improve your program. Best Bonnie by sending your short date you use for this drive!

ACTION PACKED SINGLES & 2-REELERS ON JUST ABOUT ANY SUBJECT YOU CAN NAME.

AN ALL NEW LINK UP OF GOOD CARTOONS INCLUDING NUDNIK!

PARAMOUNT FILM DISTRIBUTING CORPORATION

MINNEAPOLIS, Minn. - This is the flyer of the Paramount branch here honoring ace booker Bonnie Lynch and the terrific job she has been doing for the Short Features drive. (The trim figure under her name at top is presumed to be Bonnie).

PORT OF SPAIN, Trinidad - At left is the top half of Page One of this city's very progressive Evening News, a paper which believes in giving prominence to a good story, even when it does advertise a motion picture -- in this case, "Nevada Smith." The Strand Theatre staged this "Fast Draw" contest as advance publicity for "Nevada Smith," with "Calamity Jane" Pearl Solomon and Julius Clark as protagonists. Miss Solomon "shot" Julius full of "lead" almost before he had time to clear the holster.

Show was supervised by Wells Fargo and emceed by Paramount manager "Marshall" Rod Webb.

Michael Caine, star of "Alfie," and Terence Stamp, who portrayed the Cockney Casanova on the London stage, are close friends and one-time London room-mates.

In fact, while Stamp was preparing for his appearance in the stage play, Caine, never dreaming he would one day be "Alfie" on the screen, assisted him in learning the role.



NEW YORK - "Alfie" star Michael Caine shares cigarettes and a light with Odillo Licetti, U.S. correspondent for magazines "Claudia" and "Capricho." Occasion was the international press reception for Caine immediately prior to the U.S. premiere of "Alfie" at the New Embassy and Coronet Theatres here.

A ESTÓRIA DO SUCESSO DE "ALFIE" CONTINUA

Os Estados Unidos é que estão agora sob o domínio de "ALFIE" (Como Conquistar as Mulheres). Os dois cinemas que lançaram em Nova York este filme de Michael Caine já constituem um importante capítulo da história; o outro (e capítulo muito mais importante), é constituído pela ânsia com que os exibidores estão querendo programar "Como Conquistar as Mulheres". Este movimento imusitado é uma reminiscência do que aconteceu há poucos anos atrás, quando todos os exibidores corriam para marcar "Os Dez Mandamentos" e "Os Insaciáveis". Este tipo de ação é o melhor índice do mundo para demonstrar a popularidade de um filme -- e "Alfie" preenche em cheio todos esses requisitos.

As recentes nomeações de Joyce Selznick e Robert Evans são de grande significação para os paramounteses do mundo inteiro. A Sta. Selznick terá por tarefa adquirir para a Paramount os melhores argumentos, baseados em livros e peças teatrais, assim como também contratar talentos artísticos. E o Sr. Evans, com o seu escritório em Londres, deverá trazer para a Paramount, acima de todos os competidores, filmes em projeto, filmes já prontos, de todos os tipos, e também sucessos literários, enquanto a tinta ainda estiver fresca na pena de seus autores. Tudo está planejado de maneira a colocar a Paramount num gigantesco passo à frente de nossos rivais em produção.

A Paramount está dando também gigantescos passos à frente no setor da aquisição dos melhores shorts existentes no mercado. O amplo espaço que estamos dedicando a esta fase de nossos negócios, nas páginas do Paramount World, é bem indicativo da importância da mesma. Espera-se que os shorts que estamos distribuindo venham a ocupar também o maior número de telas pelo mundo afora.

Uma ação intensa e continuada está atingindo a um grau de efervescência à medida que se aproxima o lançamento de PARIS ESTÁ EM CHAMAS? Espera-se que ao mesmo tempo em que esteja sendo impresso este número do Paramount World, seja divulgada a data exata da world premiere em Paris deste maravilhoso filme -- um evento que por certo terá repercussão no mundo inteiro. Nos Estados Unidos, a equipe especial que se de-

PARAMOUNT'S 40TH ANNIVERSARY IN PUERTO RICO, which is being celebrated throughout September, will be fully reported in next month's Paramount World.

dica a este filme esta trabalhando com os olhos fixos nos ponteiros do relógio, de maneira a que a nação inteira fique atenta à première americana. Está essa première oficialmente marcada para a noite de 9 de novembro, no cinema Criterior, de Nova York.

Uma comédia que está fazendo todos os paramounteses dar gargalhadas, rir e sorrir, é "UM MARIPO DE MORTE" (Arrivederci Baby!), na qual Tony Curtis demonstra uma porção de coisas engraçadas que dizem respeito ao amor. Todo mundo concorda ser esta uma das mais engraçadas comédias da Paramount, em todos os tempos, e que coloca Tony Curtis definitivamente no mais elevado plano dos comediantes românticos da tela.

Enquanto isto, em importantes cidades-chaves pelo mundo afora, "Nevada Smith" está provando, para a alegria de todos os interessados, ser realmente um dos grandes Campeões de Bilheteria da Paramount. O filme não apenas começa fazendo grandes rendas nos primeiros dias, como mantém a reputação de poder usar suas rendas iniciais como base, as quais vão se mantendo cada vez mais firmes. Novas palavras terão que ser inventadas para descrever os recordes registrados por esta emocionante produção na Inglaterra e Japão, ou sejam os dois únicos territórios que se seguiram ao lançamento original.

Desejamos chamar sua atenção para a página 39, onde divulgamos algumas das mais sensacionais realizações de showmanship, levadas a efeito na África do Sul, para a propaganda de vários filmes da Paramount. Esta é outra prova de como as bem feitas campanhas de showmanship sempre correspondem plenamente através das rendas de bilheteria.



Sid Caesar and Vera Miles tackle the problem of spirits (the ghostly kind) in the William Castle spooky saga, "The Spirit Is Willing" (but the flesh is hesitant). It was made at Paramount for fun-raising purposes soul-ly.



Saw-marks on the bars indicate that Stephen Boyd is about to escape from his place of captivity in Pamplona, Spain, locale of the very exciting Joseph E. Levine production, "The Caper of the Golden Bulls" (a Paramount release world-wide excepting in the U.S. and Canada).

ZURICH, Switzerland - The ABC Theatre here reports very good business at the end of the second week of the Alec Guinness comedy, "Situation Hopeless But Not Serious." The engagement is continuing.

By September 2nd, the mighty Paramount Film Festival in Bogotá, Colombia, had played 23 days at the Cine Opera, to a virtually unbelievable gross. "Judith" was the attraction, first of five great films which we have announced on other pages.

We also have word from Colombia manager Victor Cortes that what we have had, and heard, to date is but a fraction of the evidence forthcoming.

W I N D O W O N T H E W O R L D



DUBLIN, Eire - Strange as it may seem, one seldom sees a bird's-eye picture of this city. But here is Dublin as it is seen in the two-reel coloured special, "Ireland On The Go," one of the most beautiful and inspiring short features Paramount ever has released.



PANAMA - Wedding photograph of Mr. and Mrs. Alberto Cruz. The ceremony took place here on July 9th. Mr. Cruz is the booker in Paramount's Panama office.

NEW YORK - This Michael Caine fan slept all night in the lobby of the New Embassy to be the first to get tea and crumpets, and get the first ticket to see "Alfie."



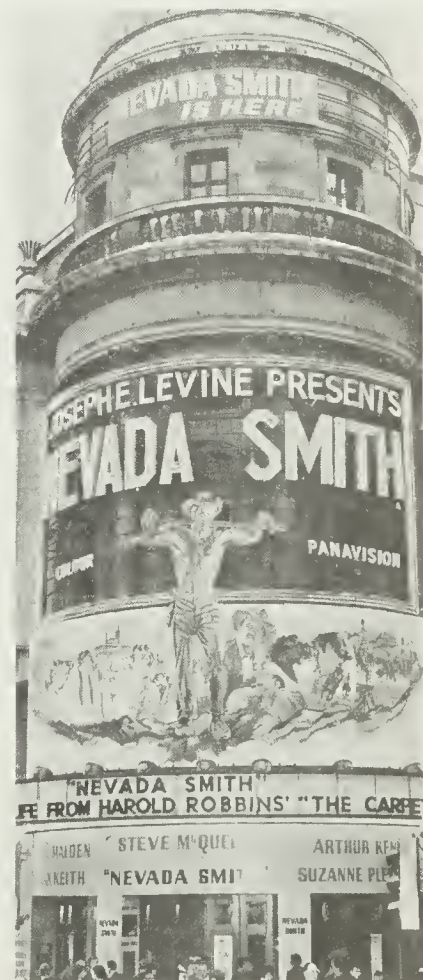
SHELLEY WINTERS, shown co-starring with Michael Caine in "Alfie," has won international acclaim as a dramatic actress, but actually began her career with singing roles.

Miss Winters, a two-time Academy Award-winner, received her first professional break in Max Reinhardt's production of the operetta "Rosalinda" and then replaced Celeste Holm in the role of Ado Annie in the Broadway stage production of "Oklahoma." She then was signed for motion pictures and went on to appear in such major films as "A Double Life," "A Place In the Sun," "The Diary of Anne Frank" and "A Patch of Blue." It was for the latter two films that Miss Winters was honored with Oscars.

In "Alfie" she is a romping, rollicking, rowdy comedienne, with a batch of wholly unforgettable scenes with Michael Caine.



MILAN, Italy - Backgrounded by the majesty of Milan Cathedral, a pair of mobile publicity displays for "Boeing Boeing" pause momentarily before setting off on tours of the nation in behalf of the Hal Wallis comedy production.



LONDON - The famous tower of the Plaza Theatre recently did trailer service in behalf of "Nevada Smith." For several weeks in advance of the sensational premiere of this great Western thriller, the tower spread a message reading "NEVADA SMITH IS COMING." When the picture arrived, the message was altered to the one pictured above.



EXHIBITORS LOVE IT



The SWINGER

Swings for Showmen



WE HAVE ALREADY HAD a lot of articulate reaction from some of our most perceptive branch and district managers on the box-office potential of this wild, jazzy, offbeat and kooky fun-fest. In most of the instances they were quoting theatre managers, circuit heads and bookers who feel in their box-office consciousness that in THE SWINGER Paramount has a massive money-making answer to the offbeat heartbeats of today's teenagers of all sexes and persuasions.

THRILLS, SUSPENSE AND TORRID ROMANCE IN "FUNERAL IN BERLIN"

FUNERAL IN BERLIN is, like "The Ipcress File" and "The Spy Who Came In From The Cold," a taut, tough, timely and terrific suspense drama about the war of spying that never ends. It really grips! In fact, one of the more admirable vices is the vice that is going to hold the attention of every person seeing "Funeral In Berlin."



A spy saga worth its clues and ciphers must include at least one bewitching beauty. She must have all of the physical attributes, plus the ability to appear virginly innocent. That's just what Eva Renzi is exhibiting for Michael Caine here --- but don't let it fool you! The uncertainty is one of the things that makes this thriller the sizzler it is.



The East German police (Vopo's) have long since learned not to waste sympathy on master spy Harry Palmer -- but in spying (as in marriage) it is the last word that counts --- and that's what Harry is counting on.

"To defect or not defect?".... this is the big problem confronting Colonel Stok, the Russian commander of the Berlin Wall security.

(The role is played with fine sympathy by Oscar Homolka).



Nerveless spy Harry Palmer (Michael Caine) first broaches to Colonel Stok (Oscar Homolka), of Russian Intelligence and the man in charge of the Berlin Wall security, the plan for his defection to the West. He finds eager sympathy for the plan, but neither man discounts for an instant the plot's many grave dangers.

"Funeral in Berlin" was produced by Harry Saltzman and Charles Kasher and directed in color by Guy Hamilton from a screenplay by Evan Jones based on the Len Deighton best-seller.



Getting down to cases - or more correctly, caskets. This is one of those surprise moments when audiences scream in muffled fashion. Playing desperate roles are Paul Hubschmid, at right; Wolfgang Volz, left, and Herbert Lux.

(Hubschmid is a Swiss star who for many years charmed Continental theatre audiences as Professor Henry Higgins in the highly successful European stage version of "My Fair Lady.")

Are Harry Palmer (Michael Caine) and Samantha Steel (Eva Renzi) merely entering a patch of shadow? or walking headlong into a fearsome trap?

Good mystery thrillers don't tell you in advance; neither do good spy thrillers.

And "Funeral In Berlin" is one of the best spy thrillers in ages.

"BOLSHOI BALLET 67"

....GRACIOUS AND BEAUTIFUL,
A PICTURE WE PROUDLY PRESENT

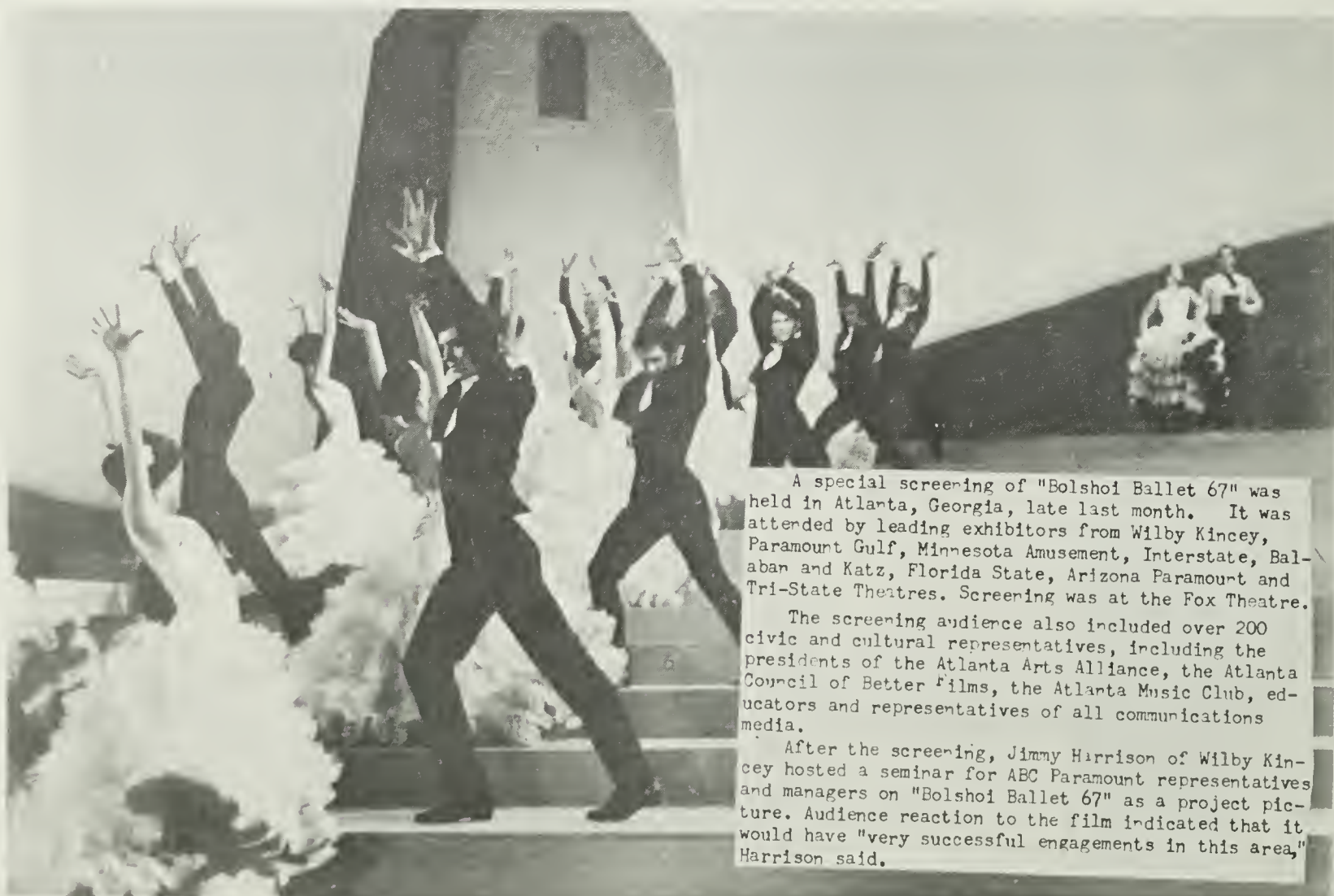


Paramount's "Bolshoi Ballet 67," has been named winner of the coveted Scholastic Magazine's Bell Ringer Award for September.

Starring the world's greatest and most renowned ballet company, "Bolshoi Ballet 67" was voted "outstanding" by the editors of Scholastic Magazines.

"Bolshoi Ballet 67," filmed in Technicolor, has been released by Paramount in select situations this month.

BOLSHOI BALLET 67 is a Paramount release in the United States of America only.



A special screening of "Bolshoi Ballet 67" was held in Atlanta, Georgia, late last month. It was attended by leading exhibitors from Wilby Kinney, Paramount Gulf, Minnesota Amusement, Interstate, Balaban and Katz, Florida State, Arizona Paramount and Tri-State Theatres. Screening was at the Fox Theatre.

The screening audience also included over 200 civic and cultural representatives, including the presidents of the Atlanta Arts Alliance, the Atlanta Council of Better Films, the Atlanta Music Club, educators and representatives of all communications media.

After the screening, Jimmy Harrison of Wilby Kinney hosted a seminar for ABC Paramount representatives and managers on "Bolshoi Ballet 67" as a project picture. Audience reaction to the film indicated that it would have "very successful engagements in this area," Harrison said.

This brand new E-Type Jaguar, a cap-wearing, cigarette-smoking skeleton as a 'passenger,' traversed all of the main Johannesburg streets in behalf of Jerry Lewis' "Disorderly Orderly," creating a great deal of interest, amusement and amazement.



ONE REASON.....

WHY PARAMOUNT PRODUCT GLOWS IN SOUTH AFRICA

The reason in this instance is, of course, showmanship; and it is in turn so powerful because André Pieterse, Managing Director of Ster Films, distributor of Paramount Pictures in South Africa, is so powerful a believer in the dividend-paying propensities of practical showmanship. Illustrated on this page are just a few examples of such worth-while 'pay-offs.'

The broad spectrum of profitable showmanship illustrated on this page was devised and created by Miss Melody Harley, the talented, able -- and charming -- publicity director of Ster Films, distributor of Paramount pictures in South Africa.



One of the many effective promotions for "The Carpetbaggers" which created genuine excitement was an ambulatory Persian carpet, seemingly self-propelled. It proved to be a real eye-stopper.

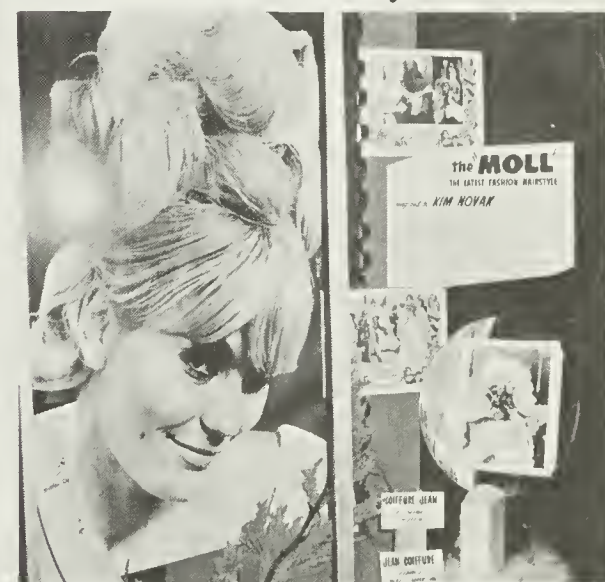
A fantastic tie-up was achieved with two airlines, resulting in countless window displays, for "Boeing Boeing." Film opened at the Capri and International and every night at both cinemas 10 airline bags were given away, plus a pearl necklace and a watch. Street promotion consisted of the above seven girls parading Johannesburg, their airline bags filled with "Boeing Boeing" heralds and ashtrays which were given to interested passersby. Several traffic jams resulted.



For the Jerry Lewis comedy, "Family Jewels," a treasure hunt was run in a national newspaper and prizes consisted of 50 caskets of "jewels" of the family type. Entries were phenomenal. The newspaper also backed this treasure hunt with radio coverage. Above, a secretary in the Ster publicity department sits amongst some of the entries and displays the jewels; donated by a "friendly jeweller."



When "Harlow" was looming up for release, so strong were Miss Harley's persuasive powers that Coppertone (which Carroll Baker had so overwhelmingly endorsed) launched their campaign earlier than had been anticipated in 3,000 window displays throughout the country.



For "The Amorous Adventures of Moll Flanders," a special 'Moll' hairstyle was created by Jean Coiffure and was displayed in their windows throughout the country. This resulted in national newspaper coverage. Style was exhibited at the annual Hairdressers' Ball, a glittering affair presided over by the Mayor and Mayoress of Johannesburg. Promotion, according to reports, succeeded beyond all expectations.

Aujourd'hui est le jour où PARIS aurait dû brûler.

Cela se passait il y a 22 ans. Mais ce 25 Août 1944, Paris ne fut pas brûlé. Paris fut libéré, sans avoir été réduit en cendres comme le prévoyaient les plans de l'ennemi. Paris fut libéré, intact et toujours étincelant de beauté. Mais ce jour de gloire qu'attendait le monde entier a bien failli ne pas arriver.

"Brûlez Paris!" avait hurlé Hitler au téléphone. Comment Paris a échappé à cette condamnation à mort, voilà ce que retrace magnifiquement le film Paramount "PARIS BRÛLE-T-IL?", tiré d'un livre célèbre et interprété par les plus grandes vedettes venues de toutes les capitales du monde. Cette œuvre cinématographique vous fera revivre, dans toute leur émouvante grandeur, les événements incroyables mais authentiques qui se sont déroulés pendant cette semaine mémorable; les passions déchainées; le soulèvement du peuple de Paris; l'avance de la 2^e D.B. du Général Leclerc et des tanks alliés; les combats livrés par les héros, hommes et femmes, qui affrontèrent la mort et plus encore... et enfin la joie délirante de la Libération elle-même.

LA PREMIERE MONDIALE
DE "PARIS BRÛLE-T-IL?"
AURA LIEU PROCHAINEMENT
A PARIS.

JEAN-PAUL BELMONDO - CHARLES BOYER - LESLIE CARON - JEAN-PIERRE CASSEL - GEORGE CHAKIRIS - BRUNO CREMER - CLAUDE RAINPAIN - ALAIN DELON - KIM DOUGLAS - PIERRE DINI - GLENN FORD - GERT FRONZ - DANIEL BELIN - GEORGES GENET - NAOMES MESSEMIER - HARRY MEYER - YVES MONTAUD - ANTHONY PERKINS - MICHEL PICCOLI - WILFRIED PRESS - CLAUDE RICH - SIMONE SAGHOREY - ROBERT STACK - JEAN-LOUIS TRUTHORANT - PIERRE VANECK - BLAISE VERDIER - RUP WELLS - GORDON WELLES - Producteur par PAUL GAEZT - Réalisé par RENE CLÉMENT
Adaptation de GORE VIDAL et FRANCIS COPPOLA - Scénario de MANUEL MOUSSY - Dialogues adaptés de BEATE VON MOLL
Paris la ville des arts de DOMINIQUE LAPIERRE et LARRY COLLINS - Directeur de production LOUIS WOFF - Musique composée et dirigée par MAURICE JARRE
UNE CO-PRODUCTION TRANSCONTINENTAL FILMS-MANHATTAN PRODUCTIONS DISTRIBUÉE PAR PARAMOUNT PARAVISION

PARIS
BRÛLE-
T-IL?

BRANDT
PARIJS?

"BRANDT PARIJS?" verschijnt weldra
in alle grootsteden van de wereld.

JEAN-PAUL BELMONDO - CHARLES BOYER - LESLIE CARON - JEAN-PIERRE CASSEL - GEORGE CHAKIRIS - ALAIN DELON - KIM DOUGLAS - GLENN FORD - GERT FRONZ - YVES MONTAUD - ANTHONY PERKINS - SIMONE SAGHOREY - ROBERT STACK - BLAISE VERDIER - RUP WELLS - GORDON WELLES - Producteur par PAUL GAEZT - Réalisé par RENE CLÉMENT - Adaptation de GORE VIDAL et FRANCIS COPPOLA - Scénario de MANUEL MOUSSY - Dialogues adaptés de BEATE VON MOLL
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"BRANDT PARIJS?" ZAL WELDRA IN DE GROOTSTE KINEMAZALEN VAN BELGIE UITKOMEN

"Is Paris Burning?" will open soon in the capitals of the world.

PARIS
BURNING?

"IS PARIS BURNING?" COMES TO LONDON IN NOVEMBER

"Is Paris Burning?" will open soon in the capitals of the world

PARIS
BURNING?

"IS PARIS BURNING?" COMES TO LONDON IN NOVEMBER

encore... et enfin la joie délirante de la Libération elle-même
"PARIS BRÛLE-T-IL?" sortira bientôt
dans toutes les capitales du monde.

PARIS
BRÛLE-
T-IL?

JEAN-PAUL BELMONDO - CHARLES BOYER - LESLIE CARON - JEAN-PIERRE CASSEL - GEORGE CHAKIRIS - ALAIN DELON - KIM DOUGLAS - GLENN FORD - GERT FRONZ - YVES MONTAUD - ANTHONY PERKINS - SIMONE SAGHOREY - ROBERT STACK - BLAISE VERDIER - RUP WELLS - GORDON WELLES - Producteur par PAUL GAEZT - Réalisé par RENE CLÉMENT - Adaptation de GORE VIDAL et FRANCIS COPPOLA - Scénario de MANUEL MOUSSY - Dialogues adaptés de BEATE VON MOLL
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"PARIS BRÛLE-T-IL?" SORTIRA BIENTOT DANS LES PLUS GRANDES SALLES DE BELGIE

PREMIERE VOOR NEDERLAND BINNENKORT IN:

TUSCHINSKI AMSTERDAM / GRAND IN THALIA ROTTERDAM / METROPOLE-TUSCHINSKI DEN HAAG
REMBRANDT UTRECHT / CINEMA GRONINGEN / CAROLUS NIJMEGEN

THE ONRUSHING WORLD PREMIERE OF THE MIGHTY "IS PARIS BURNING?"

The U.S. and Canadian ads were identical with that of The New York Times, but the release information at the base of each ad was different.

THE LOS ANGELES TIMES stated:
COMING TO THE WARNER HOLLYWOOD THEATRE NOVEMBER 10TH. ALL SEATS RESERVED.

THE MONTREAL STAR said:
"IS PARIS BURNING?" IS COMING TO THE YORK THEATRE. ALL SEATS RESERVED.

THE CHICAGO TRIBUNE said:
"IS PARIS BURNING?" - COMING TO THE CINESTAGE - NOV. 10. ALL SEATS RESERVED.

THE WASHINGTON POST said:
"IS PARIS BURNING?" - COMING TO THE ONTARIO THEATRE. ALL SEATS RESERVED.

THE ARROWS tell the story in succession from the top down.

PARIS

THE WORLD PREMIERE OF "IS PARIS BURNING?" WILL TAKE PLACE SOON IN PARIS.

BRUSSELS (De Standaard)

COMING TO THE GREAT CINEMAS OF BELGIUM SOON.

LONDON (Times)

"IS PARIS BURNING?" COMES TO LONDON IN NOVEMBER.

LONDON (Evening Standard)

"IS PARIS BURNING?" COMES TO LONDON IN NOVEMBER

BRUSSELS (Le Soir)

COMING TO THE GREAT CINEMAS OF BELGIUM SOON.

AMSTERDAM (De Telegraaf)

PREMIERE SOON IN HOLLAND IN TUSCHINSKI (Amsterdam),

GRAND AND THALIA (Rotterdam),

METROPOLE-TUSCHINSKI (The

Hague), REMBRANDT (Utrecht),

CINEMA (Groningen), CAROLUS

(Nijmegen).

Paramount WORLD

Volume 12, Number 10 October, 1966



Why Is Paris'
Palais de Chaillot
On the Cover of
Paramount World?
(See Page 4)

Paramount World

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ALBERT DEANE, Editor

Vol. 12, No. 10 October, 1966



The Five Generations...

When we reported recently that Mr. Adolph Zukor, founder of our company, had become a great-great-grandfather, it seemed to be only a matter of time before we would picture the five generations.

Mr. Zukor is holding his great-great-grandchild, Scott Morse. Standing at left is Boyd Morse, father of the baby and son of Mrs. Robert Shelton (centre). Mrs. Shelton is the daughter of Mrs. Mildred Zukor Loew (right), who is in turn Mr. Zukor's daughter.



PARAMOUNT PICTURES, IVAN TORS DEAL INCLUDES ALL ENTERTAINMENT MEDIA

Paramount Pictures and Ivan Tors have arrived at a far-reaching agreement for production of future motion pictures and television shows, it was announced by President George Weltner.

The agreement, which is seen opening up many new avenues for Tors' company and Paramount in theatrical and TV production, licensing and merchandising, is one of the most important of its kind ever set by a motion picture company with an independent producer, according to the announcement.

Under the arrangement, Tors will bring to bear the maximum resources and manpower of his own company, Ivan Tors Films, including the \$3,000,000 four-stage Ivan Tors Studios in North Miami, Florida, for the production of from eight to ten feature films. In addition, Paramount acquires theatrical distribution of four feature films prior to their previously contracted TV showing, plus an interest in any TV series and any licensing and merchandising tie-ins developing from all Tors-Paramount films.

Paramount's agreement with Tors "gives our company a strong foothold in the ever-growing market for entertainment attractions of broad audience appeal," Weltner said. "We have every reason to believe that in his new association with Paramount Mr. Tors will surpass even his own extraordinary past record of being the only Hollywood producer to have made seven successive television pilots and sold all seven. These include the two current high-rated network shows, "Flipper," in its 3rd year on NBC and "Daktari," in its



IVAN TORS

second year on CBS, as well as "Sea Hunt," the nation's highest rated syndicated show for many years.

"Along with his own remarkable personal talents as a producer-director, Mr. Tors brings with him into the Paramount fold one of the most flourishing and dynamic production organizations in the industry, equally at home in both television production and feature-film making - a youthful independent company which has had explosive growth over the past four years."

"Through his television shows and feature pictures Tors has developed a large and loyal following among all age groups. In his new affiliation with Paramount, we hope the name of Ivan Tors will become even more prominent as a foremost supplier of films and TV series in his unique area of operations, the exciting and adventurous world of nature and science."

Tors declared, "I am deeply gratified by this affiliation with Paramount as it moves forward under vigorous and stimulating leadership toward new goals designed to match its greatest peaks of progress."

Two of the feature films embraced in the agreement, are now before the cameras. These are "Cowboy In Africa," shooting in East Africa; and "Gentle Ben," being filmed at Ivan Tors Miami studios and Palm Beach, Florida. Titles of the other films are to be subsequently announced.

ADELAIDE ADORES "ALFIE"

The conquest of Australia by "Alfie" continues with this cabled despatch to Guenter Schack from Alan Wardrope, advertising and publicity director in Sydney:

"ALFIE" OPENED ADELAIDE OCTOBER FIRST AND SHATTERED ALL RECORDS AT MAJESTIC THEATRE INCLUDING THOSE SET BY "TEN COMMANDMENTS," "CARPETBAGGERS" AND "BECKET. THE IMPACT OF "ALFIE" CAN BE GAUGED BY REACTION OF NEWSPAPER ADELAIDE NEWS WHICH CONDUCTED TEENAGE SURVEY POSING QUESTION 'ARE BOYS ALL ALFIES'. SAME PAPER ALSO RAN BIG SPREAD THREE DAYS PRIOR TO OPENING.

Two privileged International Paramounteers have seen "Is Paris Burning?" in completed form and have spoken from their hearts. Henry B. Gordon, Latin American division manager, returning to Mexico City headquarters via New York, following a European vacation, saw the picture in Paris. Julian Binstock, general manager in Japan, needed the picture for the lengthy job of superimposed sub-titling, especially in view of early release. So he screened it -- and cabled!

Some Who Have Already Seen "Is Paris Burning?" Have This to Say.....

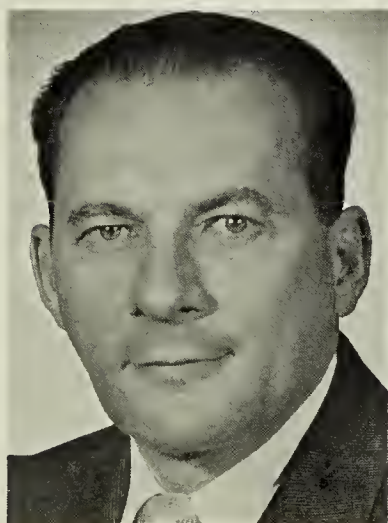


PERKINS PARINTFILM NEWYORK

SCREENING OF "PARIS BURNING" WAS THE MOST EXCITING AND EXALTING EXPERIENCE IN YEARS. THE DEPTH OF FEELING BROUGHT TO HIS OR HER ROLE BY EACH ACTOR, THE SCOPE AND HUMANLY GRIPPING STORY AND THE STIRRING MUSIC COMBINE WITH THE GLORY OF PARIS TO MAKE THIS PICTURE ONE WHICH AUDIENCES WILL WANT TO SEE AND LOVE FOR A LONG TIME. CONGRATULATIONS FOR THIS WINNER. BEST REGARDS

- BINSTOCK

ANOTHER WONDERFUL ADVANCE APPRAISAL OF "IS PARIS BURNING?", RECEIVED AT PRESS TIME, IS ON PAGE 24 (Italian Section).



PERKINS PARINTFILM NEWYORK

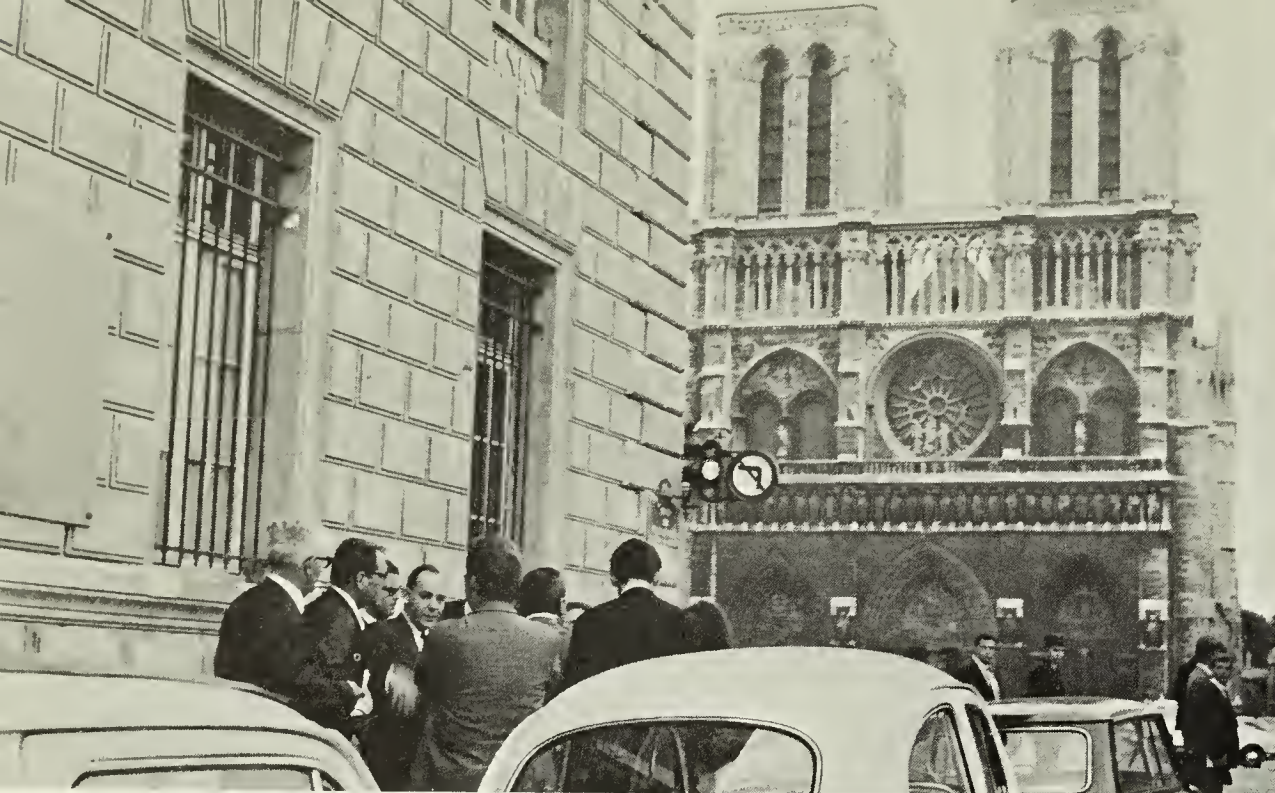
CANNOT WAIT UNTIL MY ARRIVAL TO TELL YOU HOW "IS PARIS BURNING?" AFFECTED ME. THE MOST FANTASTIC PICTURE I EVER SAW. I IMMEDIATELY CABLED ALL MY OFFICES THE GRANDEUR OF THIS WONDERFUL PICTURE. HASTA MANANA

- HANK (Gordon)

And this is the cable Mr. Gordon sent to all of his Latin American offices:

JUST FINISHED SCREENING "IS PARIS BURNING?" AND CANNOT FIND WORDS TO TELL YOU HOW DEEPLY THIS PICTURE AFFECTED ME AND EVERYBODY WHO SAW IT. IT IS A PICTURE FULL OF LIFE AND HEART AND WHOEVER SEES IT LIVES WITH IT EVERY MINUTE THROUGH THE PICTURE. THE MULTI-STAR CAST IS JUST MAGNIFICENT AND SO IS THE MOST GLORIOUS AMBIENTE OF THE CITY OF PARIS. PLEASE RELAY MY IMPRESSION TO ALL OUR EXHIBITOR-FRIENDS WITH MY SINCERE OPINION THAT "IS PARIS BURNING?" IS THE GREATEST MOTION PICTURE SINCE "THE TEN COMMANDMENTS." REGARDS.

- GORDON



As the World Premieres of "Is Paris Burning?" Draw Nigh!

PARIS - During his early September visit in the interests of the world premiere of "Is Paris Burning?" Guenter Schack, Paramount International's director of advertising and public relations, hosted many European press groups at the actual locales of both historic fact and the film itself. Above, he is with a group of German press notables, all of whom accompanied the book's co-authors, Larry Collins and Dominique Lapierre. In the background is the Cathedral of Notre Dame, which figures most importantly in the film.

Among those identifiable in the shot, reading left to right, are: Dr. Curt Ottensmeyer, Cultural editor of DPA (German News Agency); Erich Kocian, of Bild-Zeitung; Hanns Krammer, editor of Sueddeutsche Zeitung, and columnist; Guenter Schack; Hans Hoehn of Variety and Newspaper Alliance Berlin; Alfred M. Schwarzer, of Ringpress; Joe Hembus, for Der Spiegel and other publications. Topic of this and other similar groups was "Journalist-to-Journalist."

Party, hosted by Collins and Lapierre, was received by the Lord Mayor of Paris at the Prefecture of Paris (building at left), the City Hall, and visited the Underground Headquarters of Colonel Rol-Tanguy, wartime chief of the FFI, Paris Region.

Guenter Schack reported that full success is expected from this German group, with stories breaking close to the German opening campaign.

The Cover..

There is a very special reason for putting the Palais de Chaillot on the cover of this issue of Paramount World. The Palais is the great centre of all of the arts in Paris. It is situated proudly on a great bend in the River Seine, directly across from the Eiffel Tower, and on the 24th of October, its magnificent cinema will present the first screening of "Is Paris Burning?" Gathered will be the most glittering audience of notables at any film premiere in the history of Paris, and the event will be reported to the uttermost corners of the globe.

ACADEMY AWARD-WINNERS Jay Livingston and Ray Evans are creating the lyrics for Maurice Jarre's main musical theme for "Is Paris Burning?"

Livingston and Evans were honored with Oscars for their songs "Buttons and Bows," "Mona Lisa" and "Que Sera, Sera." The song-writing team has written 177 songs for 91 films, earning seven Academy Award nominations in addition to their three Oscars. Jarre was honored twice with Academy Awards, for his scores for "Lawrence of Arabia" and "Dr. Zhivago."

From the Author...

Hy Hollinger, director of special projects, has received an interesting letter from Larry Collins, co-author of "Is Paris Burning?" relating to the international full-page newspaper advertisements which we reproduced last month. These advertisements marked the anniversary of the Liberation of Paris. The following is an excerpt from the Collins letter:

Dear Hy:

Just a brief word to tell you how struck we were by the ad. I got copies of it relayed from friends for days. It was an excellent idea to capitalize so shrewdly on the 22nd anniversaryYour mailing has really left us gasping. We're still getting "thank you" notes from the damndest places.....

Best from us both,
(sgd.) Larry

When this issue of Paramount World went to press, activities connected with the world premiere of "Is Paris Burning?" were at fever pitch in the French capital.

We shall picture the outcome of these activities next month in an issue of Paramount World which will be devoted, practically in its entirety, to what we are sure will be the greatest film premiere in history.



PARIS - Henri Klarsfeld, general manager for France and North Africa, with models of six of the seven (7) theatres in which "Is Paris Burning?" will open immediately following the world premiere of the picture here on October 24. Theatres are the Paramount, Marivaux, Moulin Rouge, Miramar, Mistral, George V and Elysees Cinema.

IS PARIS BURNING?

CAST TOPPERS

(Always listed alphabetically)

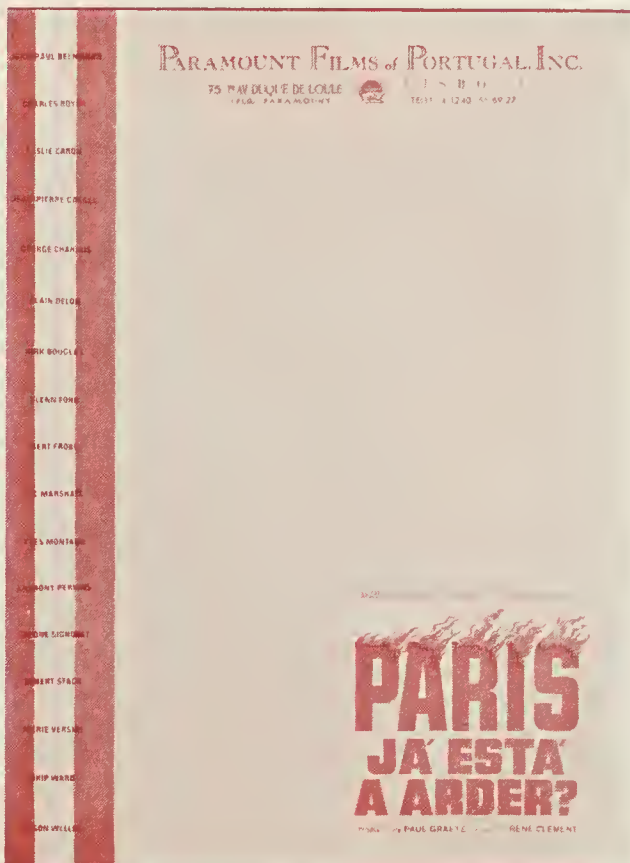
Jean-Paul Belmondo
Charles Boyer
Leslie Caron
Jean-Pierre Cassel
George Chakiris
Alain Delon
Kirk Douglas
Glenn Ford
Gert Frobe
Yves Montand
Anthony Perkins
Simone Signoret
Robert Stack
Marie Versini
Skip Ward
Orson Welles

Remember that these names are but a fraction of the great ones to be found in the greatest cast of players in cinema history.



NEW YORK - The office of Joseph Friedman, director of advertising and public relations, is the setting for samples of the massively comprehensive campaign preceding the release of "Is Paris Burning?" both here and abroad. Immediately after this photo, Mr. Friedman (right) left for Paris to head last-minute world premiere details. Paramount International publicity and advertising director Guenter Schack, who is shown with Mr. Friedman, left for Paris the following day and will remain through the October 24th premiere.

One of the most useful and effective instruments of showmanship available for "Is Paris Burning?" is an album of spontaneous, on-the-set interviews with most of the members of the internationally celebrated cast of the picture. It can serve a host of valuable purposes, all of them obvious to any astute showman.



This is Emilio Prister's glowing letterhead for spreading Paramount's word about "Is Paris Burning?" throughout Portugal. Vertical strip at left enclosing names of the cast, is blue, white and red. Flames above 'PARIS' are red, as are also the other words of the title.

On September 22nd it was announced that, following the special Alliance Francaise premiere of "Is Paris Burning?" on November 9th, the New York Criterion Theatre was completely sold out on November 10, 11, 14, 15, 16, 17, 21, 30 and December 1, 7 and 13. (Many more dates have gone since that announcement).

HOLLYWOOD - Luncheon meeting in the Paramount commissary of the planning committee of The Thaliens, preparing for the Hollywood premiere of "Is Paris Burning?". The gala charity event is set for November 9 at the Warner Hollywood Theatre for the benefit of The Thaliens' Clinic for Emotionally Disturbed Children.

At left, l to r: Cheryl Clarke, Kem Dibbs, Mrs. Glenn Ford, Glenn Ford, Agnes Moorehead, Debbie Reynolds, Bob Goodfried, Jimmy Baker. Right side, continuing clockwise: Patty Gallagher, Mac Krim, Barbara Dillinger, Bob Dillinger (hidden), Selma Herbert, Joel Rose, Ann Ramer.

At right: Debbie Reynolds, Agnes Moorehead and Mr. and Mrs. Glenn Ford. Miss Reynolds is chairman of the board of The Thaliens; Mr. and Mrs. Ford are chairmen of the Premiere Committee; Miss Moorehead is co-chairman of the Committee.



NEWS FROM THE BRANCHES



ANN-MARGRET does a real fandango in "The Swinger" -- all in the interests of purity, uplift and truth.

Without enough wilderness America will change. Democracy, with its myriad personalities and increasing sophistication, must be fibred and vitalized by regular contact with outdoor growths - animals, trees, sun warmth and free skies - or it will dwindle and fade.

- Walt Whitman

There's a bountiful harvest of great product news on Pages 37,38. Many signings of new stars, new producers, new projects aiming for new and greater horizons. There is certainly gathering excitement for 1967 and the bountiful years ahead.

"Seconds" is First-Rate at the B.O.

In a glowing report to the U.S. and Canadian branches, Charles Boasberg, general sales manager, tells of the fine success scored by "Seconds" in conventional and drive-in theatres in Phoenix, Arizona. The Rock Hudson starring picture was holding for a second week at the time of Mr. Boasberg's message.

Also quoted in the report were these press criticisms:

'Seconds' is easily the most brilliant and frightening film of the year. John Frankenheimer has again demonstrated that he is one of Hollywood's most gifted young men....'Seconds' is high entertainment; chilling, always compelling. (Arizona Republic)

*

Hudson superb in new shocker. An artistic triumph for director Frankenheimer....astonishing. It is by all standards the finest role of Hudson's career and there should not be too much surprise if he receives Academy Award consideration for his work here. Salome Jens is an alluring package of charm. (Larry Rummel, Phoenix Gazette)

Oh, Rosanna!



Rosanna Schiaffino, co-star with Tony Curtis in "Arrivederci, Baby!" arrived in New York on October 7th to serve as hostess at a special press reception and preview of the film on October 10th.

This event took place just as we were about to go to press, and we

will picture it next month.

While in New York, Miss Schiaffino was also scheduled for meetings with representatives of leading newspapers and magazines, as well as a whole round of TV and radio appearances in the course of which she would discuss her own career as well as the dazzling and intriguing character she depicts in the Seven Arts-Ray Stark-Paramount presentation.

(Lionel Jeffries and Zsa Zsa Gabor are co-starred in the film and Nancy Kwan appears as a special guest star.)

On Sept. 16th, General Sales Manager Charles Boasberg reported to Messrs. George Weltner and Martin Davis: "I know you will be glad to hear that last week we shipped U.S. 5,214 Features, which is the highest non-Paramount Week in five (5) years."



WASHINGTON, D.C. - The president of the Motion Picture Association of America, Jack Valenti, and Mrs. Valenti, entertained at a reception on the evening of October 2nd at the Association's headquarters here. The highlight of the occasion was the first Washington showing of Paramount's U.S. release, "Bolshoi Ballet 67." The guests were from the embassies, the judiciary, Congress, executive departments of the government, and press and radio.

Above, Mr. Valenti, left, greets Chief Justice and Mrs. Earl Warren.

(Another picture, page 23)

In a gesture of true cooperation, as well as admiration for our great production which means so much to the industry, Martin Perlberg of RKO Theatres authorized the following announcement for display in all RKO Theatres in New York City:

RKO THEATRES IS PROUD AND PLEASED TO CALL TO YOUR ATTENTION THE OPENING OF "IS PARIS BURNING?" ON NOVEMBER 9 AT THE CRITERION THEATRE. RESERVED SEATS ARE AVAILABLE NOW AT THE CRITERION THEATRE OR BY MAIL.

David Janssen and Walter Pidgeon (r.) engage in a discussion of their respective theories as to the identity of the murderer in "Warning Shot," the thriller produced by Bob Banner Associates for Paramount. Keenan Wynn, Ed Begley, Sam Wanamaker, Lillian Gish, Eleanor Parker, Joan Collins and John Garfield, Jr. are also in the starring cast.



HIGH-POWERED U.S.-CANADA SHOWMANSHIP FORUM ON "IS PARIS BURNING?"

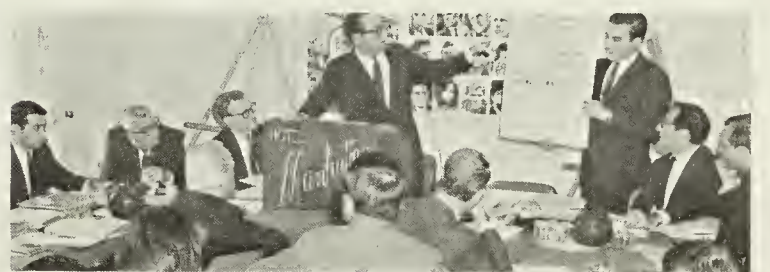


FIVE OF THE PUBLIC RELATIONS TOPPERS

From left: Mike Hutner, Joseph Friedman, Bernard Serlin, Mike Weinberg and Hy Hollinger photographed at the beginning of the meeting. (Advertising manager Mort Hock arrived later in the session and is shown elsewhere on the page.)



Joseph Friedman, director of advertising and public relations, and vice-president of Paramount Film Distributing Corporation, addressing the meeting. (Others in the photo are identified in group shot at the bottom of the page.)



Advertising manager Mort Hock, aided by his assistant, Richard Desatnick (holding board) displays evidence of the very wide coverage the advertising campaign on "Is Paris Burning?" will receive nationally as well as in Canada.

(More pictures on Page 19)

"The audience we are going after is everyone. There is no special age group for 'Is Paris Burning?' This is a picture for everyone!"

- Bernard M. Serlin



Three top Paramount salesmen are deeply interested in the power and scope of the showmanship campaign for "Is Paris Burning?" They are, from left to right- Charles Boasberg, general sales manager; Ernest Sands, assistant general sales manager and Milton Goldstein, Paramount International sales manager.

NEW YORK - The national showmanship campaign for "Is Paris Burning?" was blazingly ignited on Monday, September 19, at a round-robin session in the Hotel Manhattan, with all of the Paramount field force present, plus the special publicists engaged for the launching of the mammoth film.

Bernard Serlin presided, and participating on a full scale basis were Joseph Friedman, Meyer Hutner, Mort Hock, Hy Hollinger and Mike Weinberg. Also Phil Isaacs, charged with the distribution of the production in the U.S. and Canada.

In his welcoming remarks, Joseph Friedman, vice-president in charge of advertising and public relations, said: "This is probably the largest task-force of merchandising representatives ever put together in the history of motion pictures and this group undoubtedly will be increased as we open 'Is Paris Burning?' in other cities."

ED SULLIVAN, Photos

Standing (1 to r) - Mike Hutner, Joseph Friedman, Bernard Serlin, Hy Hollinger, Mike Weinberg, Phil Isaacs, Fred Lutkin.

Left row (1 to r) - Woody Praught, Detroit; Dory DeAngelo, Kansas City; Everett Olsen, Home Office; Dick Taylor, Chicago; Jerry Berger, assistant to Bernard Serlin.

Second row:- Bob Lotito, Denver; Jerry Rafshoon, Atlanta; Henry Ehrlich, Los Angeles; Arm and Cardea, Home Office; Win Barron, Toronto.

Third row:- Judd Sheppard, Pittsburgh; Jerry Silverstein, Home Office; Nina Cutrubus, Salt Lake City; Bill Schaefer, Dallas; Barry Cherin, Home Office.

Fourth row:- Ray Nemo, Cincinnati; Paul Levi, Boston; Ernie Johnston, Washington, DC; Elaine Fried, Cleveland.

THE SHOWMANSHIP FORUM IN SESSION





8

Around the World

The "Alfie" Highlights



ED SULLIVAN Photo

Michael Caine with some of the notables at the NATO awards dinner at the Americana Hotel. From left: Marshall H. Fine, president of NATO; Michael Caine; "Hurry Sundown" producer-director Otto Preminger; Abe Berisin and Ben Sherman, both of ABC Candy.

AUCKLAND, New Zealand - London 'Beefeaters' escort guests into the Berkeley Theatre for the special New Zealand premiere preview of ALFIE. In centre, 1 to r: Stanley H. Craig, Paramount general manager in New Zealand; Tony Goodliffe, Kerridge Odeon publicity director; Sybil O'Brien and Brenda Gittus.

One of the many buses (at top) which transported special guests from the heart of Auckland to the Berkeley Theatre at Mission Bay.

Sequel to the above is found in the following cable to Paramount International sales manager Milton Goldstein from Stanley H. Craig, general manager in New Zealand:

FRIDAY AND SATURDAY FIGURES "ALFIE" AT AUCKLAND ODEON SURPASS OPENING FIGURES FOR MOST LONGRUN FILMS. REACTION EXCELLENT.

THE Film DAILY

INTERNATIONAL NEWSPAPER OF MOTION PICTURES
Published May 6, 1958

VOL. 129 NO. 19 MONDAY, SEPTEMBER 19, 1964 10th CENT

NATO RAISES CAINE AS TOPS

Wellner and Weis On G&W Board State
George Weisner, president of Paramount, and Robert Weis, chairman of the film corporation, have been named to the board of the National Association of Theatre Owners. The board is the highest governing body of the organization, which represents the interests of the exhibitors in the United States and Canada. The board will meet in New York City on September 20th and 21st. The board will also discuss the awarding of the "Star of the Future" award to Michael Caine.

NY-NJ Movie Month Campaign Here Today

More than 100 leading exhibitors will assemble in the 10th floor of the New York City Hilton Hotel today for the opening of the "NY-NJ Movie Month" campaign. The campaign is a joint effort of the National Association of Theatre Owners and the New York and New Jersey State Film Offices. The campaign will run from September 19th to October 19th. The campaign will feature a variety of promotional activities, including the awarding of the "Star of the Future" award to Michael Caine.

3-Day Conlab For Par's 'Paris Burning'

Paramount Pictures today convenes a three-day "Paris Burning" conference in New York City. The conference is being held at the New York Hilton Hotel. The conference will be attended by the film's producers, directors, and cast members. The conference will discuss the film's production, distribution, and marketing. The film is a historical drama about the Paris Commune of 1871.

MGM's Leo to Show New Face in Print

The MGM lion, Leo, has been redesigned along with the new MGM logo. The new Leo is a more modern and stylized version of the original. The new Leo will be used in all MGM print and television advertising. The new Leo will also be used in the new MGM logo.

U.S. Films To Handle Horis' 'Mother Goose a Go Go'

United Artists has acquired the U.S. rights to the film "Mother Goose a Go Go" from the British company Horis. The film is a musical comedy about the life of the famous children's author. The film is directed by the British director, John Hare. The film is expected to be released in the United States in the fall of 1964.

Exhibits Get NATO's Ideas on UA Pact

Exhibitors are invited to the September session of the NATO Executive Committee. The session will be held in New York City on September 20th and 21st. The session will discuss the awarding of the "Star of the Future" award to Michael Caine. The session will also discuss the new NATO logo and the new Leo.

Article: Hestales, Then OK's 'Shadows'

Because of the success of the film "Hestales", the National Association of Theatre Owners has decided to award the "Star of the Future" award to Michael Caine. The award is given to the best new star in the motion picture industry. Michael Caine is a British actor who has starred in several major motion pictures. He is considered one of the most talented and versatile actors of his generation.

NEW YORK - Michael Caine, star of Paramount's "Alfie," was honored with the "Star of the Future" award of the National Association of Theatre Owners on September 30th at the organization's formal convention dinner at the Americana Hotel.

More than 2,000 theatremen and their wives, from every section of the United States and Canada, were present to salute Caine for his meteoric rise as an exciting new boxoffice name.

In introducing Caine, noted film-maker Otto Preminger characterized the British film actor as "one of the fastest-rising stars in motion pictures today" and noted that "Caine has become one of the most sought after and most admired of leading men." Caine stars in the forthcoming "Hurry Sundown," which was produced and directed by Preminger for Paramount release.

"Perhaps the best indication of the impact that Michael Caine is having and will have on theatre audiences and box offices is the fact that he has starring roles in five major productions scheduled for release between now and February. Michael Caine," they added, "has a brilliant future."

Of the five, three are Paramount. They are: "Alfie," "Funeral In Berlin" and Otto Preminger's "Hurry Sundown."

After accepting the coveted award from NATO president Marshall Fine, Caine drew laughs from the assemblage when he stated, "When I first heard that I had been selected to receive this award, I must confess that I could not understand why the North Atlantic Treaty Organization should single me out over British Prime Minister Harold Wilson."

"But when it was explained to me that NATO stood for the National Association of Theatre Owners," he continued, "I was deeply moved and impressed. I cannot quite explain my great personal satisfaction at knowing that the exhibitors of America have such faith in me. I only hope that I can live up to the confidence you have shown in me."

As of the time of going to press, "Alfie" had entered a 14th wonderful week at the Paramount, Sydney, and a 13th just as wonderful a week at the Barclay in Melbourne.

NEW YORK - This was Page One of The Film Daily of September 19th when NATO (The National Association of Theatre Owners) had announced Michael Caine as "Star of the Future." (The award was presented to Caine at the formal dinner of NATO in the Americana Hotel in New York on September 30. A picture of the event in on another page).

The original citation carried the following important mention:



The Day the Picture Started

On the set at Henley, the day that "Half A Sixpence" got under way as Paramount's first major musical in years. Those seated, 1 to r, are - William Perlberg, executive producer; Gillian Lynne, choreographer; star Tommy Steele; Paramount vice president and studio and production head How-are W. Koch and co-star Julia Foster (one of "Alfie's" pert 'birds'). Standing - Howard Harrison, managing director of Paramount British Pictures Ltd.; producer Charles H. Schneer, and director George Sidney.

"Half A Sixpence" Starts Growing Into Millions



Tommy Steele and Julia Foster in an early Brighton Beach sequence of "Half A Sixpence" - principally to show that this gay and glorious musical is in production.



General de Boissoudy, in charge of many of the activities connected with the observance of the premiere, addressing the meeting. In front row are Director René Clément and Mrs. Clément, and Larry Collins, co-author of the book. Among those standing at the rear of the meeting are: Henri Michaud, Henri Klarsfeld, Georges Cravenne and Joseph Friedman.

ROUND-UP MEETING ON PARIS PREMIERE OF "IS PARIS BURNING?"

A climactic press conference on the Paris premiere arrangements for "Is Paris Burning?" was held in the Hotel Meurice on October 4th. Herewith are camera glimpses of the proceedings destined to produce the most exciting film premiere on record anywhere in the world.



General de Boissoudy and Director René Clément in the actual suite of General Dietrich von Choltitz in the Hotel Meurice which the German Military Commandant occupied during the war. The cap and the pistol, as well as the old-type of telephone all belonged to the General.

RIGHT

The manager of the Meurice, now as well as then, recounts some of the wartime drama that took place in the Hotel, a dramatic focal point in the great film. At the table - Michaud, Lapierre, de Boissoudy, Clément, Collins.



Well content with the picture itself, and by the superb effect it had on officials, the military, the people of Paris, and the actors themselves, are Henri Michaud, Henri Klarsfeld, Director René Clément and Mrs. Clément.



On the night of Monday, October 3, a very special screening of "Is Paris Burning?" was held, with many of the true-life personalities who were actually Resistants during the war, present in person. In the centre background above, is Mr. Jacques Chaban-Delmas (portrayed in the film by Alain Delon); and shaking hands are Paramounteer Henri Klarsfeld and René Clément, director of the mighty film.



PEOPLE AND EVENTS IN THE BRITISH CINEMA PICTURE

FIFTY - Plus!

Last month we published cables from Mr. Weltner and Mr. Perkins to Liverpool branch manager Henry Class congratulating him on achieving 50 years of Paramount service. Henry replied to Mr. Weltner in the following terms:

Dear Mr. Weltner:

I was indeed delighted to receive your cable, congratulating me on my half-century with the Company. I can assure you that this has been achieved by the wonderful co-operation which I have always received from everyone within the Organisation, and it is a pleasure to me to know that, so far away as in America, my efforts have been appreciated. This, I sincerely hope, I will be able to continue, God willing, for sometime to come.

(sgd.) Henry Class

In addition to the above message from Henry Class, we have heard from Liverpool via Paramount sales representative M.G. Rowley more about the activities which honoured Henry's anniversary.

Michael Rowley himself, acting on behalf of the Liverpool staff, presented Henry with a table lighter. A bouquet of flowers was presented to Mrs. Class by Margaret Moran, the branch's youngest member.

At an informal get-together later, attended also by branch supervisor C.L. Flitcroft, Mr. Class expressed his very deep appreciation of the gifts, and paid tribute to all those members of Paramount, past and present, who had served with him during his 50 years. A telegram from managing director Russell W. Hadley, Jr. was also read. It said:

"I personally want to congratulate and thank you on the 50th anniversary of your association with Paramount. In reaching this half-century mark, you join a very select group of people around the world."

Congratulations were also received from Peter Reed, many others at



The Board of Associated British Picture Corporation has appointed Mr. Robert Clark (at left), the Deputy Chairman, also to be Chief Executive of the Group. In his new capacity, Mr. Clark will be responsible for the co-ordination of the Corporation's activities in association with the Managing Directors of the companies within the Group.



HOLLYWOOD - Visiting on the set of "The Caper of the Golden Bulls" are, left to right: John Corso, Tony's cousin; Henry Beckman, co-star of the film, and Tony Corso, local correspondent for Keystone Press Agency, London.

Wardour Street and from all branches in the U.K.

It was, as Henry remarked during the evening, "quite a day, and well worth waiting fifty years for."

Mr. Rowley, in his report to Paramount World, added personally: "I would like to say that whatever I write cannot pay high enough tribute to a man who has given himself 100% to Paramount, and who has found so much pleasure in achieving this peak in his career."

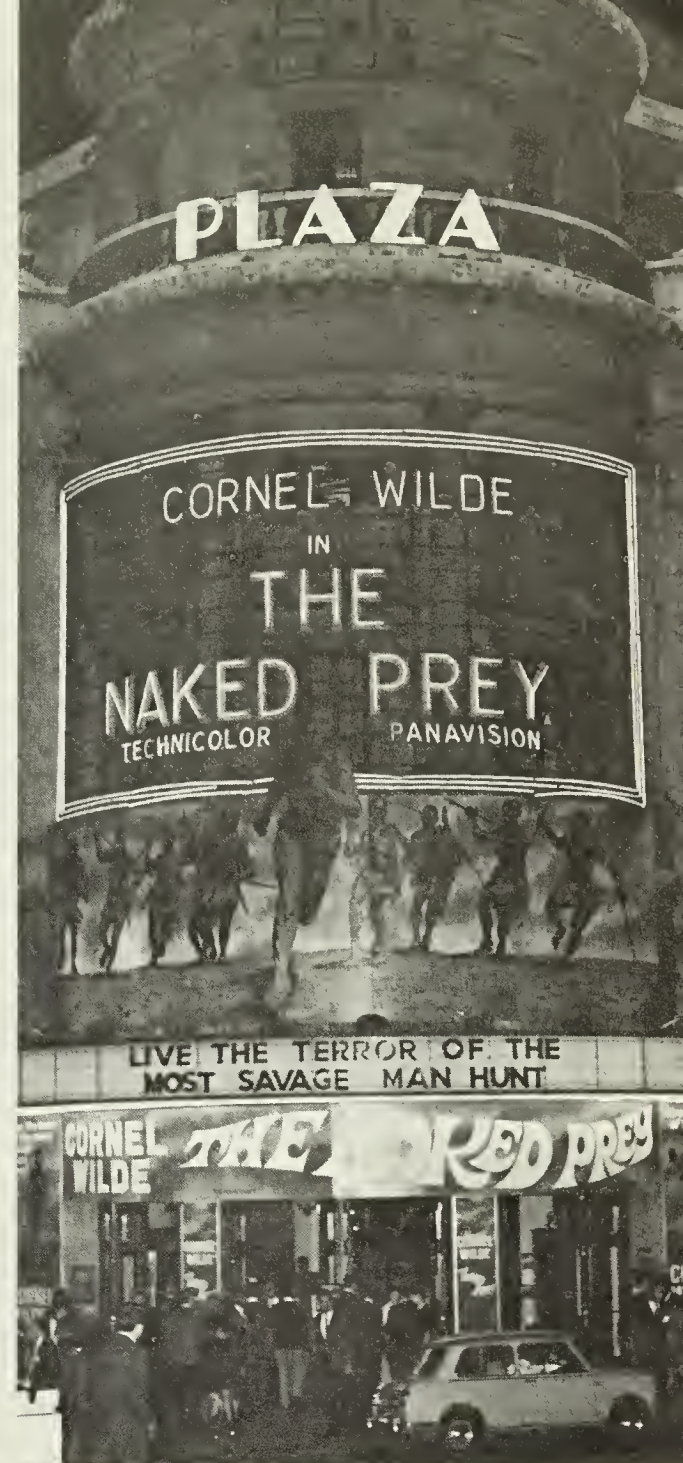
Farewell to Audrey.....

Now that she has left London with her husband, popular Mrs. Audrey Roberts, Paramount's censorship manager in the United Kingdom has reluctantly had to leave the company which she has loyally served since 1944.

At a farewell get-together in her office, Audrey received a parting gift of china and crystal glass from her colleagues. Presentation was made by general sales manager Peter Reed, standing in for managing director Russell W. Hadley, Jr. who was on vacation.

During her career at Paramount, Audrey was secretary to managing director James E. Perkins and to Mr. Hadley, with whom she worked for a long period on the launching of "The Ten Commandments." Her appointment to the censorship department marked a new venture for her. She responded brilliantly to the challenge. -L.P.

In the first picture are Mrs. Audrey Roberts and Peter Reed. Next: Dorothy Houchin, Audrey Roberts, John Adamson and Norman Pratt. Third pic: Back row - Gerry Lewis, Dorothy Houchin, Audrey Roberts, Leslie Jones, Leonard Kerr. Front: Rita Towler, Vivienne Phillips.



LONDON - The facade of the venerable Plaza Theatre has shown many features. Here is how it looked during the very popular engagement of "The Naked Prey."

"THE NAKED PREY" did very well in its first week at the London Plaza, and the Cornel Wilde Technicolor thriller received a generally good press.

The show-windows of Paramount's London headquarters have been handsomely remodelled. We shall be showing you the result in an early issue of Paramount World.

HOLLYWOOD HIGHLIGHTS



Mr. A. Mocaer, eminent Paramount exhibitor in Dakar, Senegal, was delighted to meet up with Adolph Zukor and Y. Frank Freeman when visiting the Paramount studio recently.



Lillian Gish and 'Caesar' on the set of Bob Banner's Paramount production, "Warning Shot," during the filming of this exciting murder mystery. 'Caesar' has a key role in the film, and it is a co-starring part that he is able to get his teeth into.



J. William Piper, secretary of Paramount International Films and assistant to President James E. Perkins, and Mrs. Piper are welcomed to the Paramount Studio by Bernard Donnenfeld, associate head of studio activities.



Chairman Choo Kok Leong of the Cathay Organisation of Singapore, on the set of the William Castle Paramount production, "The Busy Body," with Robert Ryan, one of the mystery comedy's co-stars.

Mr. Choo was on a world encircling 'get-acquainted' journey, his first since assuming command of the internationally renowned Cathay circuit of 68 ultra modern cinemas.



Shown above (r.) is honorary member Rose Marie, currently starring in "Call Me Madame" at the Melodyland Theatre, aiding president Winifred Robertson (second from left) at Paramount studio on a fund-raising event for "Girls Friday of Showbiz." Event was a fashion show-tea at Bullock's in Fashion Square, San Fernando Valley, on Oct. 15, attended by notables from the film, TV and radio fields. Proceeds from the event went to provide financial aid to malformed children who are not otherwise eligible for such support. Also shown in the group is Missy Montgomery (left), daughter of Dinah Shore and George Montgomery, who was visiting her famous father that day on the A. C. Lyles set of "Huntsville."



Top table at the studio luncheon marking the commencement of William Castle's Paramount production, the comedy mystery, "The Busy Body." Function took place September 22nd, and the principals shown, from the left, are: Co-star Sid Caesar, Paramount vice-president and studio and production head Howard W. Koch, producer William Castle, George Jessel and his bride-to-be, Audrie Magee.

LA PREMIERE MONDIALE DE "PARIS BRULE-T-IL?" AURA LIEU LE 24 OCTOBRE

- * -

Lorsque nous avons mis notre numéro du mois dernier sous presse, il était trop tard pour annoncer que la date de la Première mondiale de "PARIS BRULE-T-IL?" primitivement fixée au 14 octobre avait été reportée au 24 Octobre. Cette date est définitive. Voilà donc qui signifie que notre prochain numéro du mois de novembre sera entièrement consacré aux Premières de "PARIS BRULE-T-IL?", tant à Paris qu'à New York et Hollywood, qui toutes deux doivent avoir lieu le 9 Novembre. Ce sera vraiment un numéro sensationnel du Paramount World!

Sur une autre page, nous sommes fiers et heureux de pouvoir vous présenter le commencement du premier grand film musical Paramount qui ait été réalisé depuis des années. Il s'intitule "HALF- A SIXPENCE" et se trouve actuellement en cours de tournage au studio Shepparton à Londres, mis en scène par George Sidney, produit par William Perlberg. La vedette de cette comédie musicale, qui a été jouée simultanément à Londres et à New York, n'est autre que Tommy Steele, l'acteur anglais bien connu, aux côtés duquel joue la vedette Julia Foster (qui était une des "nanas" de Michael Caine dans "ALFIE"). Comme la pièce a remporté un énorme succès à Broadway, nous sommes enchantés que Paramount en ait tiré un film qui remportera certainement un grand succès.

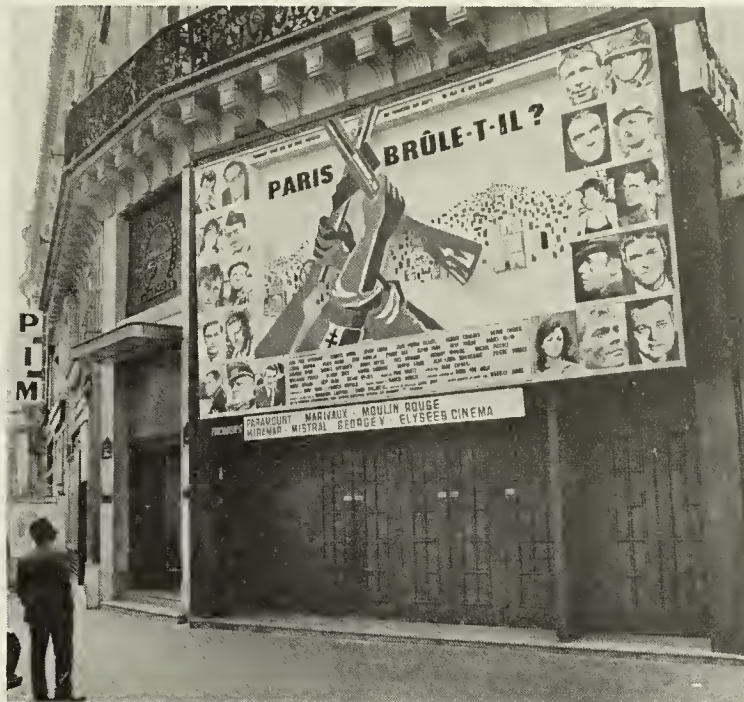
D'autre part, nous sommes en train, à Hollywood, de réaliser un Western très inhabituel. Il s'agit, en effet, de "CHUKA" dont l'atmosphère de grandeur a fait le succès



PARIS - This was the umbrella-ed scene at the Elysees Cinema which proved that not even the rain could keep the crowds from seeing "Nevada Smith." Theatre was showing the original English-voice version with superimposed titles.

d'un autre Western intitulé "NEVADA SMITH". Red Taylor et John Mills en sont les protagonistes. Quant à la réalisation, elle a été confiée à Gordon Douglas. D'après ce que nous savons - tant au point de vue tournage qu'au point de vue scénario - nous vous demandons de ne pas considérer ce film comme un western ordinaire. Il s'agit cette fois d'une production hors-série.

Comme nous venons de vous parler de "NEVADA SMITH", nous vous signalons que ce grand Western continue à battre des records de recettes partout où il passe, comme l'indique la page 17... Ainsi que la film "ALFIE" qui remporte un immense succès particulièrement en Grande-Bretagne, en Australie et à travers tous les Etats-Unis.



PARIS - Compelling display for "Is Paris Burning?" at the entrance to Paramount's continental headquarters in the Paramount Theatre building.

DAVID JANSSEN, star of the very exciting "Warning Shot."



Toutes les nouvelles concernant les reprises des "DIX COMMANDEMENTS" sont véritablement excellentes. Les recettes enregistrées, tant aux Etats-Unis qu'au Canada et le succès que remporte le film au Théâtre Astoria de Londres, prouvent la justesse des prévisions du Président George Weltner concernant le succès toujours grandissant de cette super-production. Dans quelques mois il y aura d'autres reprises sensationnelles de cette production de Cecil B. deMille, et nous sommes impatients d'utiliser tous les termes louangeurs que nous avons en réserve pour cette occasion.

Nous avons le plaisir de vous relater dans ce numéro quelques activités relatives au 40ème anniversaire de la distribution Paramount à Porto Rico. Un beau travail constructif a été accompli par le Directeur Frank Planas et son personnel. Les clients y ont participé avec chaleur.

Nous pensons que nous pouvons vous promettre que le prochain numéro du Paramount World sera l'un des plus intéressants et des plus importants dans l'histoire de la Paramount.

The world premiere, in Paris, of "Is Paris Burning?" will already be history by the time this issue of Paramount World reaches you. However, as we went to press with this issue, we were shown the schedule of what was planned for the premiere, not only in the participating theatres, but in the City of Paris as a whole....We think that the next issue of Paramount World should be a most interesting record of a towering event.An event in keeping with the mightiness of the picture itself.

No one ever would have crossed the ocean if he could have gotten off the ship in the storm. - C.F.Kettering



HOLLYWOOD - Eminent Paramount exhibitor A. Mocaer, from Dakar, Senegal, with glamorous Giovanna Ralli on the set of "The Caper of the Golden Bulls" at Paramount Studio. (Production is a Paramount world-wide release, except in the U.S.A. and Canada).

THE EDITOR'S THANKS to all who so speedily prepared the language columns and got them to Home Office in record time.



PARIS - This corridor display for "Is Paris Burning?" is typical of all of the hallways in Paramount's Continental headquarters here. There is no escaping the profound influence of this mighty film.

Never invest your money in anything that eats or needs repainting.
- Billy Rose

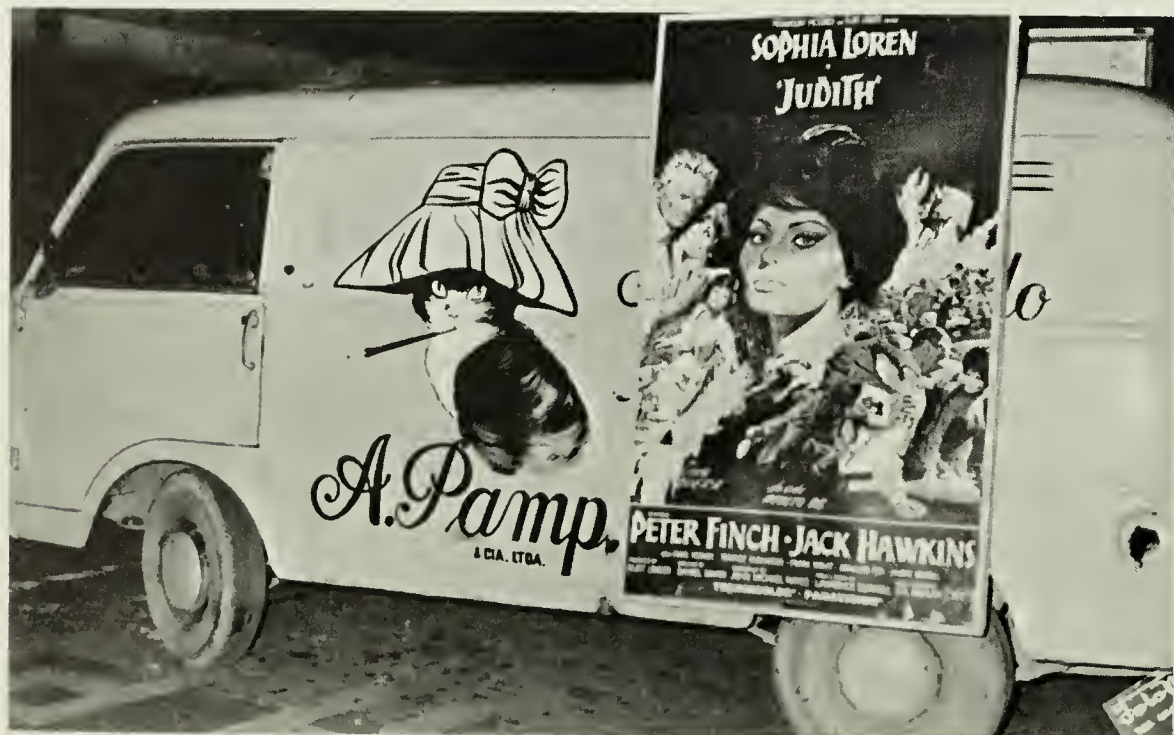


BUENOS AIRES - Quite a good number of effective window displays were secured by Paramount and the Cine Opera during the release presentation of "The Slender Thread." The one shown here was in the 'Duree' shoe store.



BELOW

BOGOTA, Colombia - One phase of the many-faceted successful showmanship campaign organized by Paramount manager Victor Cortes and assistant manager Walter Senior in connection with the Paramount Film Festival at the Cine Opera, was a tie-up with the firm of A. Pamp for displays of posters for "Judith" on all of their trucks.



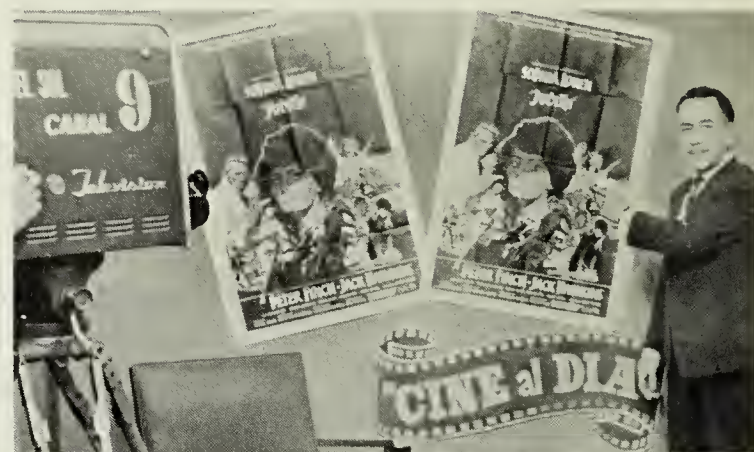
EL 24 DE OCTUBRE ES LA FECHA DE LA "PREMIERE" MUNDIAL DE "¿ARDE PARIS?"

Después de que entrara en máquina el número del mes pasado se cambió la fecha de la "première" mundial en París, que pasó del día 13 al día 24 de Octubre. Era ya demasiado tarde para que efectuásemos el cambio - pero esta nueva fecha es segura. Esto significa también que el número del próximo mes (Noviembre) estará dedicado casi exclusivamente a las "premières" de "¿Arde París?" (Is Paris Burning?), la de París, que indicamos arriba y las de Nueva York y Hollywood, ambas el 9 de Noviembre. ¡Será un número del Paramount World realmente extraordinario!

En otra página tenemos el orgullo y la satisfacción de ofrecerles noticias sobre el primer gran filme musical de Paramount en muchos años. Se trata de "Half A Sixpence", actualmente en trámites de producción en los Estudios Shepperton de Londres bajo la dirección de George Sidney y con el productor William Perlberg llevando las riendas de la producción. El primer actor de la versión teatral, tanto en Londres como en Nueva York, el gran favorito británico, Tommy Steele, es la "estrella" de la película y Julia Foster (que actuó junto a Michael Caine en "Alfie" incorporando a uno de sus principales personajes femeninos), comparte los honores estelares con Tommy Steele. Habiendo presenciado con gran placer esta obra musical en el teatro de Broadway, sentimos una gran satisfacción porque va a convertirse en una película totalmente musical de Paramount.

En Hollywood se está preparando un filme del Oeste muy original. Su título es "Chuka" y contiene mucha de esa atmósfera sensacional que ha hecho de "Nevada Smith" una película de tanto éxito. Rod Taylor y John Mills encabezan su reparto y la dirección corre a cargo de Gordon Douglas. Por lo que ha llegado a nuestro conocimiento y por haber leído el guión les pedimos que no consideren esta produc-

"Judith" D&D in Six Lima (Peru) Cinemas



Salvador Montero, heading film section "Cine al Dia" on Channel 9, plugged JUDITH solidly daily for full week prior to release.

LIMA, Peru - Backed by a tremendous Paramount and theatre campaign, "Judith" was a glowing success here via a day-and-date splash release in six (6) top cinemas. These were the Tacna, Pacifico, Coloso, Odeon, Porteno and Independencia.

News of this triumphant release was accompanied by massive publicity evidence which showed that no angle was overlooked in the campaign launching "Judith. This event was also part of the ceremonies commemorating Paramount's 39th anniversary in Peru.

ción como un "Western" ordinario; este va a ser algo muy especial.

Y puesto que hemos mencionado a "Nevada Smith" debemos destacar que esta gran película del Oeste continúa estableciendo records doquiera se exhibe, como la información que contiene la página 17 pone de manifiesto... y, naturalmente, "Alfie" obtiene también otro grandioso éxito, especialmente en Gran Bretaña, Australia y los Estados Unidos.

La totalidad de noticias sobre las nuevas contrataciones de "Los Diez Mandamientos" son infaliblemente buenas. Los poderosos compromisos en Estados Unidos y Canadá y la triunfal acogida que actualmente tiene la película en el Astoria Theatre de Londres demuestran que las predicciones del Presidente George Weltner acerca del inacabable potencial de esta gigantesca película se han convertido en realidad. Dentro de los próximos meses se llevarán a cabo otros muchos de estos grandiosos estrenos de la producción de Cecil B. DeMille y sentimos ya que nos domina la tentación de emplear para calificarla todas las palabras de elogio que conocemos.

Es un placer recoger en este número algunas de las actividades relacionadas con el 40 aniversario de la distribución Paramount en Puerto Rico. El gerente Frank J. Planas y el personal a sus órdenes realizaron una labor muy buena y constructiva y la participación de los exhibidores fue verdaderamente alentadora.

Creemos que podemos prometerles que la edición del Paramount World del próximo mes será una de las más interesantes de toda la historia de nuestra Compañía Paramount.

LATIN AMERICAN NEWS

Lines, Lines, Lines for
"The Naked Prey"!



BOGOTA, Colombia - These were scenes at the Opera Theatre during one day of the 3rd. week of "The Naked Prey" -- one of the most outstanding successes this great theatre has ever presented. In reporting the triumph, Walter Senior said: "This picture is still showing absolutely no signs of slowing up."



HOLLYWOOD - At the studio luncheon marking the start of the William Castle-Paramount comedy mystery, "The Busy Body," George Jessel, America's "Toastmaster General," did something very special when he placed an engagement ring on the finger of pretty Audrie Magee. With them in the above scene is Latin American film correspondent Hilda Ulloa.

"Judith"

is a continuing success in many parts of Latin America. In addition to the Lima, Peru, triumphs reported on this and the facing page, we also have word from Caracas, Venezuela, that the Sophia Loren film has registered "exceptional business" at the Paris Theatre, where it was in its 2nd week at the latest report.



LIMA - Four Paramounteers of Peru toasting "Judith" on the occasion of the 39th anniversary of Paramount in Peru. L to R the four are: Alfonso Gaillour, publicist; manager Joel Hart; Alberto Acosta, booker; Alberto Benavides, assistant booker. (More details on page following).

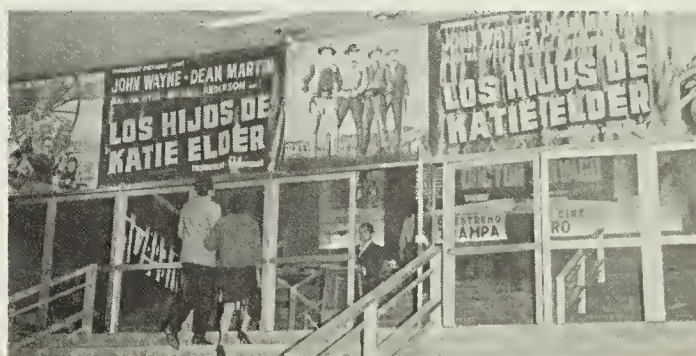


MEXICO CITY - A beautiful and effective lobby display for "Judith" at the Mexico Theatre.



BUENOS AIRES - Section of the capacity audience emerging from the Cine Opera following a screening of "The Slender Thread."

During their respective New York visits, Latin American division manager Henry B. Gordon and "Alfie" star Michael Caine conferred on the forthcoming Acapulco (Mex.) Film Festival. "Alfie" was announced as an 'invited' film a few months ago, and recently Michael Caine received a special invitation to attend. Indications are that he will.



MEXICO CITY - Section of the lobby display for "The Sons of Katie Elder" at the Internacional Theatre. Mexico manager Enrique Molina reports that the Hal Wallis thriller not only did great business here, but also at the Ariel, and that he expects "Katie Elder" to do great business throughout Mexico.



HOLLYWOOD - Anne Baxter, co-star of "The Busy Body," on the set of the film with Mexican and Latin American motion picture correspondent Jorge Camara.



LIMA - Representative exhibitors of Peru gather for a toast to Paramount's 39th year in that country. Manager Joel Hart is the tall man in the rear.

Puerto Rico's campaign began in July when the month's releases included "The Spy Who Came In From The Cold," "The Slender Thread," "Judith" and "The Amorous Adventures of Moll Flanders." It was continued through August with the release of "Red Line 7000," and came to a September climax with

"The Oscar" as the release topper. All of this product comprised the ammunition for the sales drive which encompassed not only Puerto Rico, but also the rest of the territories under the direction of Frank Planas -- the Dominican Republic, Virgin Islands and Jamaica.

Paramount's "Is Paris Burning?" is highlighted in the current photographic exhibit at New York's Museum of Modern Art. Entitled "The Action Still," the exhibition is described as "A tribute to the still man - the anonymous artist among film technicians upon whose work depends much of the success of a motion picture." The display was selected by Willard Van Dyke, Director of the Department of Film, and installed by Kathleen Haven, Graphics Coordinator, and prominently features the "Is Paris Burning?" stills shot during the location filming by still cameramen Fedotov and Rodrigue.

LIMA - Manager Joel Hart reported to Latin American division manager Henry B. Gordon as follows:

"During the course of the week of celebration, we blanketed the city of Lima with Paramount releases, having booked a record number of 313 releases during this time, as follows:

Monday54
Tuesday60
Wednesday49
Thursday43
Friday38
Saturday32
Sunday37

A TIME FOR ANNIVERSARIES

PUERTO RICO (40) AND PERU (39) CELEBRATE

We have come to an era of anniversaries, all of them evidencing our stature. Newest in the series are Puerto Rico, 40 years old, and Peru, at the ever-popular 39 mark. We present here some evidence from San Juan and Lima indicative of the fine work of Frank J. Planas and Joel Hart - and their staffs.

One of Puerto Rico's finest contributions to the anniversary was a massive newspaper advertisement illustrating 12 top current and forthcoming Paramount productions, with both English and Spanish titles. The twelve were: "Is Paris Burning?", "Nevada Smith," "The Spy Who Came In From The Cold," "Judith," "The Oscar," "Promise Her Anything," "Seconds," "Paradise, Hawaiian Style," "Assault On A Queen," "This Property Is Condemned," "The Naked Prey" and "Alfie."



LIMA - Five Paramounteers and a Paramount exhibitor about to toast another 40 years for Paramount in Peru. Left to right they are: Alberto Benavides, ass't booker; Alfonso Gaillour, publicist; Joel Hart, manager; Victor Giraldo, accountant; Alberto Acosta, booker and Luciano Garcia, exhibitor.



In "Alfie," Michael Caine got other people (girls, principally) 'in trouble.' In "Funeral In Berlin" he gets himself into plenty of trouble. It's exciting as Hell -- in a different kind of way, of course!

THE SALES AND SHOWMANSHIP SAGA OF "NEVADA SMITH"

"An unqualified success" is the most apt description of "Nevada Smith," world-wide. The 6-weeks London Plaza engagement (final 2 weeks concurrently with London general release) was massively successful. The 8-weeks run in four Tokyo theatres (to a colossal gross) produced the highest figure for any Paramount picture in many years. Other magnificent engagements have been at the Zoopalast, Berlin; the 4-theatre multiple in Paris; three-theatre multiple in Stockholm, and the Rex, Basle.



STOCKHOLM - Crowds both outside and inside the China Theatre patiently seeking tickets for the 7 o'clock showing of "Nevada Smith."

MEILLEURS RESULTATS HEBDOMADAIRES

FILMS (entrees)	SALLES (entrees)
1 - NEVADA SMITH (1 ^{re} semaine) 73.896	1 - PARAMOUNT Nevada Smith (1 ^{re} semaine) 33.173
2 - LE CREPUSCULE DES AIGLES (2 ^e semaine) 39.438	2 - REX : Crepuscule des Aigles (2 ^e semaine) 25.376
3 - COMMENT VOLER UN MILLION DE DOLLARS (1 ^{re} sem) 32.403	3 - MOULIN-ROUGE : Nevada Smith (1 ^{re} semaine) 15.376
4 - BRIGADE ANTI-GANGS (3 ^e s) 31.430	
5 - ARABESQUE (3 ^e semaine) 30.036	SALLES (indices)
6 - LE FACTEUR SEN VATE-EN GUERRE (3 ^e semaine) 27.320	1 - BIARRITZ : Un Homme et une Femme (15 ^e semaine) 64.3
7 - LA CUREE (11 ^e semaine) 26.160	2 - PARAMOUNT : Nevada Smith (1 ^{re} semaine) 62.3
8 - UN HOMME ET UNE FEMME (15 ^e semaine) 23.868	3 - ELYSEES CINEMA : Nevada Smith (1 ^{re} semaine) 61.1
9 - DES FILLES POUR L'ARMEE (1 ^{re} semaine) 23.243	

PARIS - This information panel in the September 17th issue of the French tradepaper LE FILM FRANÇAIS-LA CINEMATOGRAFIE FRANÇAIS is stunning proof of the power of NEVADA SMITH at the Paris box-offices. It shows the Paramount thriller far on top in the number of persons seeing the film; far on top in the number of admissions at any one theatre; and second and third in the percentages of the theatre capacities in the first week.

ROME - Fifteen (15) of these posters were displayed in strategic traffic spots for a full month in advance of "Nevada Smith" release. An extra and larger title, in fluorescent ink, was added in lower left corner of the poster.

Taiwan-derful

Cable from Andrew Fan, Taiwan manager:

SUN THEATRE GRAND OPENING "NEVADA SMITH" SEPTEMBER 27, THREE SHOWS ALL PACKED, HUNDREDS TURNED AWAY.. AUDIENCES CLAIMED BEST WESTERN MANY YEARS. GUARANTEED LONG RUN.



BERLIN - Crowds entering the Zoo Palast Theatre in response to the very fine actionful showmanship campaign for "Nevada Smith."



PARIS - Despite the rain, "Nevada Smith" has given the Paramount Theatre its all-time-best business in its 40-year history. It also gave the famous house one of its all-time-best front-of-house displays. The thriller also played with equal success at the Elysees, Miramar and Moulin Rouge, and has set a record that is going to be extremely difficult to beat.

ROME - Steve McQueen and "Nevada Smith" certainly appear to have the 'freedom' of the City of Rome. Thirty (30) such fluorescent signs were in prominent spots -- this one opposite the United States Embassy.

From Bangkok

To GOLDSTEIN PARINTFILM NEWYORK

"NEVADA SMITH" OPENED SATURDAY OCTOBER FIRST WITH RECORD SATURDAY TICKET-TAKE BEING TOPPED BY THAT OF SUNDAY. PICTURE SETTING HIGHEST RECORD FOR PARAMOUNT (Company) AS WELL AS FOR PARAMOUNT (Theatre). ADVANCE SALES BIGGEST EVER. REACTION SUPERB. "NEVADA" WILL DEFINITELY ESTABLISH LEGENDARY BOXOFFICE SUCCESS.

CHANA



Indianapolis Meets Herb Gillis



Division manager Herb Gillis was a recent visitor to Paramount's Indianapolis branch, and branch manager Johnny Kane's Polaroid camera really went into action. Here Herb is seated.



Here Mr. Gillis is with ledger clerks Rose Vigodner (right) and Margaret Manning.



Herb is flanked by Robert Morris, booker, and Margie Comer, head booker.



Herb Gillis and salesman Ray Thomas.



Branch manager's secretary Viola Hoffmann is pleased that Mr. Gillis has visited Indianapolis.

"The Ten Commandments" continues to play to capacity business at the London Astoria, a factor which is a happy augury for the business which will follow on a national basis as the mighty Cecil B. DeMille production proceeds on to further British conquests.

The new generation of picturegoers has a great treat coming!



BOB SULLIVAN Photo

NEW YORK - One of the international stars honored at the NATO (National Association of Theatre Owners) Convention (see Page 8), was Sophia Loren. Pictured with her at that function are Paramount general sales manager Charles Boasberg and Mrs. Boasberg.



This is special business: Morris Cantor, prominent Indianapolis exhibitor, is discussing his forthcoming date of "Alfie" in his Nora Theatre.



Paramount's spectacular short, "The Three Parts of Gaul," reveals a great deal of the many beauties of France. Above is a glimpse of that part of the French Riviera known as the Noyenne Corniche.



O B I T U A R Y

J. W. PEREIRA



We are most sad to report the passing, in Bombay, India, of Paramount's highly esteemed shipper, J. W. Pereira, 57, who died on September 10.

Mr. Pereira had been with the Company

J.W.Pereira for more than thirty years, and in the words of Far East division manager S.A.Henriksen, "was a loyal and fine Paramounteer."

Mr. Pereira leaves a widow, to whom we extend our most sincere condolences.

Radiant Italian Star



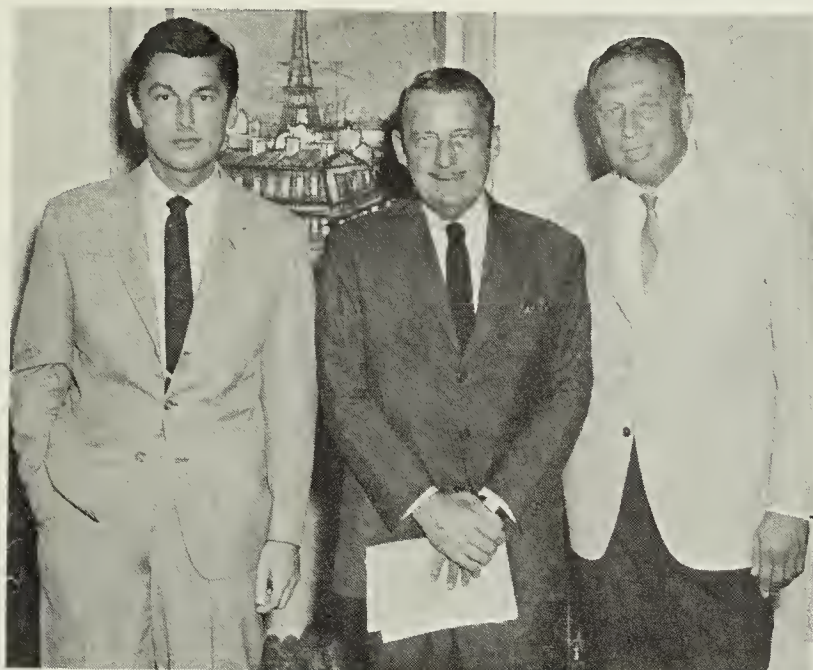
ED SULLIVAN Photo

NEW YORK - Rosanna Schiaffino, co-star (with Tony Curtis) of the ritzy-racy comedy, "Arreviderci, Baby!", shown in the midst of the cocktail press party given her on her arrival in New York for interviews. (A full picture report next issue).

PEOPLE AND EVENTS IN THE U.S. AND CANADA



TORONTO - Pictured here is George Destounis, newly appointed executive vice-president of Famous Players Canadian Corporation. Mr. Destounis was formerly executive vice-president of United Amusement Corporation, the largest and most important affiliate of Famous Players. George Destounis joined United in 1940 as an usher!



HOLLYWOOD - Flanked by two high Paramount production officials is Mr. A. Mocaer, a top exhibitor of Dakar, Senegal. At right is Howard W. Koch, Paramount vice-president and head of the studio and production. At left is Robert Evans, vice-president in charge of European production of Paramount Pictures.



NEW YORK - Phil Isaacs, Paramount's U.S. and Canadian sales director for special attractions, accepts Scholastic Magazine's September Bell Ringer Award for "Bolshoi Ballet 67" from Marjorie Burns, editor of Practical English and a member of the Bell Ringer Committee. "Bolshoi Ballet 67," filmed in Technicolor, was released by Paramount (solely in the U.S.) last month.



DALLAS, Texas - An English bus collected key staff members of the Times-Herald staff, took them to a Paramount branch screening of "Alfie" and transported them (in a happy frame of mind) home again. They are, from top down: Virgil Miers, amusements editor; Mrs. Miers; Don Safran, amusements columnist; Mrs. Safran; Felix McKnight, managing editor; Mrs. McKnight; Miss Val Imm, society editor.



NEW YORK - Charles Boasberg, general sales manager, and president of Paramount Film Distributing Corporation, chatting with some of the territorial advertising and publicity managers at the showmanship seminar on "Is Paris Burning?" at the Hotel Manhattan. With him is Canada's representative, Win Barron. In the background, Mike Hutner, Hy Hollinger and Phil Isaacs.



NEW YORK - Michael Caine, centre, NATO's (National Association of Theatre Owners) Star of the Future, is congratulated by NATO president Marshall H. Fine, left, and producer Otto Preminger at the NATO awards banquet in the Americana Hotel. Caine's most recent work was in Preminger's Paramount production, "Hurry Sundown."



NEW YORK - Bernard M. Serlin, Paramount's field advertising and publicity manager, presiding at the "Is Paris Burning?" showmanship forum at the Manhattan Hotel. (Fuller details were on Page 7).

Be sure to note our enthusiasm for the Sports In Action short feature, "The Winning Strain," on Page 30. Here's a short to really shout about!



Leslie Caron has the role of Françoise Labe, a key figure in the Underground. Here she confers in conspiracy with Jacques Chaban-Delmas, played by Alain Delon. (It is a matter of history that this great Resistance figure became a French general, de Gaulle's representative in Paris, and since 1958 President of the National Assembly).



The surrender of General Dietrich von Choltitz, German commander in Paris, played by Gert Frobe, to French Lieutenant Henri Karcher (Jean-Pierre Cassel), is powerful drama. Equally moving is Choltitz's tragic supper party, from which he telephones to Berlin that the cause of Germany has crumbled before the forces of Liberation.



"IS PARIS BURNING" HISTORICAL FACT AND DRAMA..... PASSIONS.....ANDAND A FIE

When you have a cast such as this has, you have not only great spectacle great scope....you also have great thrilling action, intriguing comedy. short, all of the conflicts and dilemmas which beset people in all walks of life and very specially in times of war and military occupation.

A DROITE

You may well look forward to seeing this scene excerpted on your TV screens next April when the 1966 Academy Award nominations are being reviewed. Leslie Caron is the protagonist, and this particular scene will shake you to the very depths of your soul.....And it is the many scenes of like calibre which endow "Is Paris Burning?" with the honesty of true greatness.

A GAUCHE

Kirk Douglas, portraying the character of U.S. General George S. Patton, makes a mystical sign. It could mean "V for Victory," or "Just two more hours!" The film will tell you!



A DROITE

DRAMA, FEAR, COMEDY..
THE EMOTIONS OF A FRENCH
URINOIR ****

Using the metal shield of a Paris urinoir, a German emerges for a second to fire. In that instant, a bullet from the FFL hits him.....He crumples to the ground. A few seconds later, the man inside the 'facility' emerges, trembling with fear and anxious to scurry for safety.



G?" IS NOT ONLY
 ..IT IS PEOPLE....
 ND THRILLS.....AND
 FURY.....AND BEAUTY
 CE LOVE OF LIBERTY

ilm
 ,ance,
 ..in
 as
 e...



Love of liberty is what possesses the cafe owner played with passion by Simone Signoret, who uses her bistro in the cause of Liberation, even with the enemy standing right across the bar.



One of the monumental 'passions' of the film is the passion of Adolf Hitler as, bending over a large map of the city of Paris, he screams the order that the torch be put to the City of Light and Laughter.

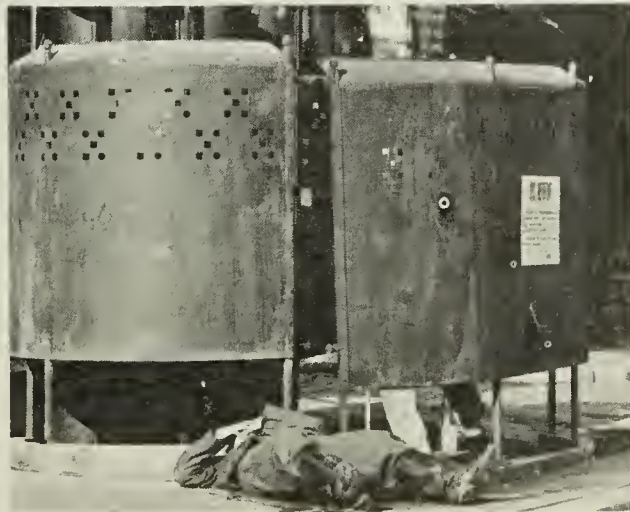
Obvious is the fact that it was impossible to represent on these two pages all of the superlative stars whose performances have made "Is Paris Burning?" the greatest film of its kind in all cinema history.



A couple of U.S. buddies (played by Anthony Perkins and Skip Ward, happily talk of the future, with death all around them.

A GAUCHE

Marie Versini and Jean-Paul Belmondo are a couple of Underground workers who face all sorts of dangers in the cause of Liberation.



HOME OFFICE NEWS ITEMS

So nice to see the Studio's Traffic Head, Edith Glastre, here on a visit. She routes so many others on long hops from everywhere to everywhere and back, that it is nice to see her actually on a trip herself. Bet she didn't forget her tickets.....And it's nice to see Joe Caulfield back on the job in the stockroom after an extensive illness..... A warm welcome to Mrs. Dorothy Reid, Paramount's new Charge Nurse.....Below we have a brand new press story featuring the skilled Joan Guilfoyle, who seems to be holding her own in bowling circles despite challenges from Marilyn Bettinger and Harriett Miller.That campaign of Bob McKeown's for more

LONG ISLAND STAR-JOURNAL,
TUESDAY, SEPTEMBER 13, 1966

S-J Women's Bowling

Joan Guilfoyle's 583 Sets Pace

Three sweeps marked the opening session of the Star-Journal Women's Bowling league last night, the Astoria Aces, Kissena Chipmunks and the Kissena Owls turning in shutouts.

Joan Guilfoyle got the 1966-67 competition under way in style, sparking the Aces with a 583 set, which included games of 224 and 202. Vera Guilfoyle, Joan's mother, contributed games of 200 and 168 to the Astoria tally, and Gloria Mitchell added a 170. Julia

The scores:

Astoria Deuces			Astoria Aces		
Schauer	136	148	109	V. Guilfoyle	168
Sazona	132	123	124	E. Mitchell	150
Chappel	124	118	127	Lewis	149
Lake	140	116	135	G. Mitchell	153
Nungesser	166	138	158	J. Guilfoyle	157
Handicap	120	120	120	Handicap	85
Totals	818	762	773	Totals	862

Nungesser rolled a 166 for the Deuces.

Wedding Bells Are Heard



Alice Zanit, Nat Keeney, Helene Coleman, Ralph Martin, Bernie Serlin, Everett Olsen, Audrey Finkenstadt, Frances Hessel, Ena Gonsalves, Rhoda Schulman, Gertrude Pierce, Eddie Lester, William Basch, Ben Shectman, Millie Harari, Herman Arsham, Arthur Dunne, Harriet Miller, Louise Eckert, Eli Leavitt, Mary Lipple, Dick Walsh.

The wedding bells were for Rhoda Schulman, with orchid above, who on October 8th became Mrs. Paul Rosofsky and left on a honeymoon to Puerto Rico. Another bunch of her 11th floor friends at the party are shown below.



Frances Hessel, Ena Gonsalves, Alice Zanit, Bob McKeown (hidden), Ben Shectman, Eddie Lester, Rhoda Schulman, Gino Campagnola, Arthur Dunne, Helene Coleman, Gertrude Pierce, Louise Eckert, Mary Lipple.

bowlers deserves a heck of a lot more support. Don't you folks know that the ranks of spectator sportsmen are already overcrowded? What we need are involved participants!

Fifty Crowded Years for Willie Basch

Nobody has ever computed (although computers themselves might do the job), just how many thousands of millions of feet of film have been projected in Home Office by Willie Basch. Nor how many stars he has seen come and go. But whatever the statistics, William Basch has thrived on them -- for on September 1st, Willie completed 50 consecutive years of Paramount employment.

He began with Paramount at the 485 Fifth Avenue address on September 1st, 1916 in the general office. He was promoted to traffic and stock inventory clerk, then to accessories records clerk in the exchange service department. In 1918 he was made clerk in Accounts Payable. But it was around the end of 1921 that he became a projectionist, and he has made a proud record in that profession ever since.

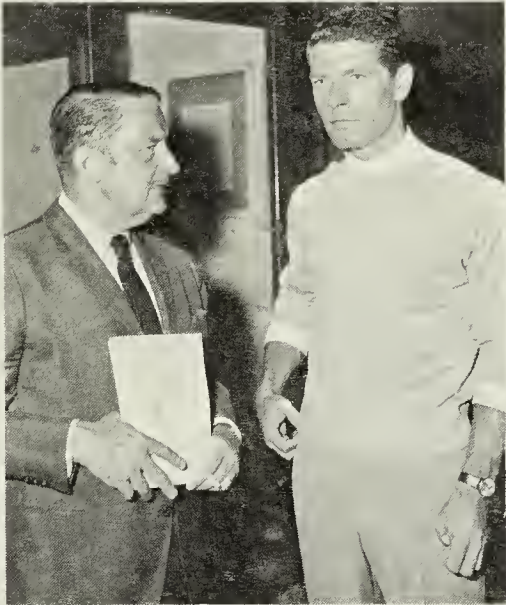
Willie Basch has made quite a reputation for his cheerfulness, good humor and high calibre efficiency. Long may he continue to employ them in the interests of Paramount.



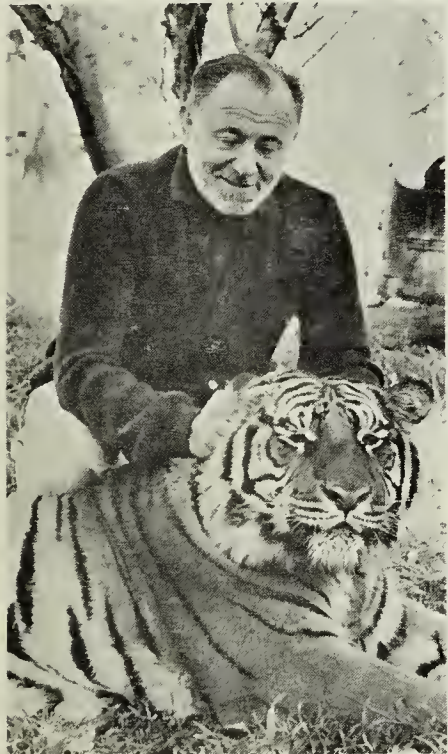
INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Mr. and Mrs. Yeoh Guan Yew on the set of "The Caper of the Golden Bulls" with Russell Rouse, director of the thrilling Spain-located Joseph E. Levine-Paramount co-production. Mr. Yeoh is booking manager of the Cathay Organisation of Singapore.



HOLLYWOOD - Stephen Boyd, co-star of the Paramount-Embassy co-production, "The Caper of the Golden Bulls," is shown on the set of the picture with Mr. A. Mocaer, Paramount's important exhibitor in Dakar, Senegal, West Africa.



THE WORLD - Ivan Tors, the renowned producer who has affiliated with Paramount (and whose story is on Page 2), is at home with people (and animals) the world over.

In this instance, his companion is a Bengal Tiger named 'Surrang.'



NEW YORK - Mrs. Robert L. Graham, wife of Paramount's managing director in Australia and New Zealand, with Paramount International president James E. Perkins and Mrs. Perkins at the Regency Hotel reception of the Cathay Organisation of Singapore, hosted by Chairman Choo Kok Leong.



PARIS - Happy French faces, following a screening of "Is Paris Burning?" The locale, Paramount headquarters; the personalities, left to right: Dominique Lapierre, co-author; Lawyer Moatti; Mrs. Moatti; René Clément, wizard director of the picture; Messrs. Cravenne and Duchemin, both in charge of the organization of the gala at the Palais de Chaillot.



HOLLYWOOD - Anne Baxter, co-star of the William Castle-Paramount mystery comedy, "The Busy Body," with Latin American film correspondent Hilda Ulloa, at the studio luncheon marking the start of production on the film.



HOLLYWOOD - Producer William Castle, producing and directing "The Busy Body" for Paramount, welcomes to the set of the film Choo Kok Leong, Chairman of the Cathay Organisation of Singapore and Kuala Lumpur.



WASHINGTON, D.C. - Distinguished guests arriving at the headquarters of the Motion Picture Association of America the evening of October 2nd, when a highlight of the occasion was a screening of the Paramount U.S. release, "Bolshoi Ballet 67." President of the Association, Jack Valenti, at right, welcomes Soviet Embassy Cultural Counselor and Mrs. V. Kamenev, left, and Soviet Embassy Minister Counselor Alexander Zinchuk.



HOLLYWOOD - Tarik Berkand, Turkish correspondent formerly in New York, photographed with glamorous Giovanna Ralli on the set of "The Caper of the Golden Bulls."



PARIS - Following a screening of "Is Paris Burning?" in Paramount's Head Office screening room, Henri Klarsfeld, left, general manager for France, escorts Mr. and Mrs. Jacques Chaband-Delmas to his office where a special post-screening party for all guests had been arranged. Mr. Chaband-Delmas, who personally participated in the Liberation of Paris in 1944, and who is today President of the French National Assembly, is portrayed in "Is Paris Burning?" by Alain Delon.

I've never been poor, only broke. Being poor is a frame of mind. Being broke is only a temporary situation.

-Mike Todd



ROME - This city's America Theatre made full use of its stairway in telling its patrons about Steve McQueen and "Nevada Smith." The America was one of 4 Rome cinemas releasing "Nevada Smith" simultaneously.



HOLLYWOOD - Attending the production commencement luncheon for "The Busy Body" in the Paramount studio commissary, were Anne Baxter, co-star of the William Castle-Paramount production, and Mrs. Argentina Brunetti, Italian film correspondent.

"PARIGI BRUCIA?" USCIRÀ IN PRIMA MONDIALE IL 24 OTTOBRE

Il nostro numero dello scorso mese era già andato in macchina quando la data della prima mondiale a Parigi di PARIGI BRUCIA? venne spostata dal 13 al 24 ottobre. Era ormai troppo tardi per darvi l'annuncio del cambiamento, ma la nuova data è in ogni modo definitiva. Ciò significa tra l'altro che il nostro volume del mese prossimo (Novembre) sarà quasi interamente dedicato alle premieres di PARIGI BRUCIA?, ossia a quella suddetta di Parigi nonché alle altre di New York e Hollywood che avranno entrambe luogo il 9 Novembre. Superfluo aggiungere che sarà un numero di Paramount World carico di belle notizie.

Come noterete da quanto siamo lieti ed orgogliosi di pubblicare in altra pagina, è cominciata la lavorazione del primo grande film musicale della Paramount in diversi anni, cioè di HALF A SIXPENCE attualmente in corso di preparazione allo Studio Shepparton di Londra sotto la regia di George Sidney e con William Perlberg a capo della produzione. Il celebre attore inglese Tommy Steele che tanto successo ha riscosso nella versione teatrale del lavoro sia a Londra che a New York sarà il protagonista anche del film, insieme a Julia Foster, già apparsa in uno degli importanti ruoli femminili a fianco di Michael Caine in ALFIE. Chi ha come noi veduto il suddetto "musical" sul palcoscenico di Broadway non può che gioire all'idea che il lavoro diventerà presto uno dei colossi musicali della Paramount.

E' in preparazione a Hollywood un Western molto diverso dai soliti. Si chiama CHUKA ed ha molta di quell'atmosfera di grandezza che tanto ha contribuito al successo di NEVADA SMITH. Rod Taylor e John Mills ne sono i protagonisti e Gordon Douglas il regista. Appunto per quel che già sappiamo in merito, oltretutto per averne letto il copione, vi preghiamo di non considerare questo lavoro come uno dei tanti Western, bensì come qualcosa di veramente speciale.

E giacché abbiamo nominato NEVADA SMITH, desideriamo aggiungere che questo magnifico Western continua a stabilire un record dopo l'altro dovunque esca, come avrete agio di constatare a pagina 17. E naturalmente l'altro film che continua ad andare a gonfie vele è ALFIE, specialmente in Gran Bretagna, Australia e in tutti gli Stati Uniti.

Le varie notizie relative alle nuove programmazioni di I DIECI COMANDAMENTI non potrebbero essere più lusinghiere. L'enorme successo già riportato sugli schermi degli Stati Uniti e



ROME - These three trailers, each with a luminous poster for "Nevada Smith," toured the centre of the city for three weeks, advertising the coming of the thrilling Western to 4 city theatres. The showmanship continued right into the engagements of "Nevada Smith."



ROME - Fronts of two of Rome's cinemas contributing to the success sweep of "Nevada Smith." They are the New York and (at top) the Adriano.

Canada ed attualmente ripetutosi all'Astoria di Londra dimostrano in pieno che ben a ragione il Presidente George Weltner aveva predetto che il poderoso richiamo di questo gigantesco lavoro non verrà mai meno. E nuove prove di ciò si otterranno nel corso dei prossimi mesi quando questa produzione di Cecil B. DeMille terrà il cartellone in altri importanti locali del mondo, sollevando la solita ondata di plauso e ammirazione.

Siamo infinitamente lieti di descrivervi nel presente numero qualcuna delle attività messe in atto a Porto Rico dal nostro direttore Frank Planas e suo personale per celebrare il 40° anniversario di distribuzione di film Paramount in quel territorio. Altamente significativa è stata la partecipazione degli escenti locali alle celebrazioni stesse.

Prima di chiudere, riteniamo di potervi promettere che il prossimo numero di Paramount World sarà uno dei più interessanti ed importanti in tutta la storia della nostra Casa.

Postscript to Page 3.....

MICHAUD

PARAMOUNT PARIS

SCREENED "IS PARIS BURNING?" FOR CAMMAROTA, PUBLICITY STAFF, ADAPTORS AND DUBBING DIRECTOR. EVERYBODY ENTHUSED ABOUT GREATNESS OF PICTURE, MOVING PERFORMANCES AS WELL AS MUSIC, EXPERT DIRECTION AND PHOTOGRAPHY. EVERYBODY CONVINCED OF GREAT BOXOFFICE POTENTIALITY AND EVERY PARAMOUNTEER PRESENT PROUD AND HAPPY THAT WE HAVE A PICTURE OF SUCH GREATNESS.

- BRUCKMAN



AUSTRALIA & NEW ZEALAND ARE "ALFIE" 'CAPTIVES'

Widely-circulating Pix Magazine has epitomized "Alfie" so far as Australians are concerned. The mid-September issue devoted its feature spread to "Alfie." This coverage extended to the cover, which was captioned "Oh, Alfie! Girls hit at our sexy bachelors."

Here are some excerpts from the editorial text: "Alfie" is the talk of Australia. Men and women, young and old, who have seen the controversial film are locked in argument over whether there are 'Alfies' here"... "How true to life is 'Alfie' - the selfish, handsome character who beds himself through the film of that name with a succession of 'birds'."

Many of the illustrations are scenes actually shot in the lobby of Sydney's Paramount Theatre. And here is a typical case history cited by Pix: Sydney fashion model, Jenna Shirley, 19, says that whereas Alfie made his women at least feel like women Australian men did not. She added, "But the majority, the vast majority of Australians are rough diamonds in precisely the same way as Alfie was one..But sexually they differ from him. Generally speaking the Aussie men are all talk and no action, whereas Alfie was all action."

Pix was a complete sell-out when it hit the newsstands.

Besides the Pix Magazine break, "Alfie" is making news elsewhere. A Sunday Mirror article on TV star Jimmy Hannan and his show which is seeking a new look, advises him to adopt the 'Alfie' look, from hairdo to blase demeanor.... Top nightclub comedian and compere Joe Martin has developed a 10-minute 'Alfie' routine for his show at Chequers nightclub in Sydney.



Congratulations From the President

So well did the Paramounteers of Australia and New Zealand do in last month's 46th annual observance of Paramount Week, that Paramount International president James E. Perkins cabled managing director Robert L. Graham:

OUR CONGRATULATIONS TO YOU AND ALL YOUR STAFF FOR THE WONDERFUL BUSINESS ATTAINED DURING PARAMOUNT WEEK THIS YEAR. REGARDS

- PERKINS

New Zealand Hails "The Spy....."



AUCKLAND - Lobby sign in Odeon's St. James Theatre, the view being through the doors which were due to admit tens of thousands to see "The Spy Who Came In From The Cold."

PERTH - As part of the beginning of the "A Day With Paramount" series, Paramount managing director Robert L. Graham, at left, and City Theatres chairman Frank Davenport, receive "Paradise, Hawaiian Style" leis from hula hostesses Jackie and Marie.

BELOW

Guests gather for "A Day With Paramount" at the Astor Theatre, Mount Lawley.



AUCKLAND - At the special press preview showing of "Alfie" at the Berkeley Theatre, Mission Bay, Paramount general manager Stanley H. Craig (left) and Vern Clouston (Odeon general manager of theatres), receive drinks from a 'London barman' while protectively flanked by a couple of 'London Beefeaters.' At top: leaving Auckland by chartered bus for Mission Bay --- and "Mission 'Alfie'."



SYDNEY - Radio station 2GB participated handsomely in Alan Wardrope's comprehensive showmanship campaign for "Promise Her Anything" at the Greater Union Organisation's Victory Theatre. Here are some of the members of the station's 2GB-870 Club about to attend an early morning special screening of the Paramount comedy. At the showing, the Club director, Charles McLaughlin and G.U.O. publicist Rod Puskar distributed souvenir photos to the members.



U.S. and Canadian Release Dates of "Is Paris Burning?" (As of October 12th)

**PARAMOUNT PICTURES
PROUDLY ANNOUNCES
THE WORLD PREMIERE OF
"IS PARIS BURNING?"
IN PARIS ON OCTOBER 24**

**TO BE FOLLOWED BY
INTERNATIONAL PREMIERES
IN THE CAPITALS OF THE WORLD**

**IN THE UNITED STATES
GALA PREMIERES
BEGIN NOVEMBER 9**

NEW YORK—Criterion.
LOS ANGELES—Warner Hollywood.
BOSTON—Cleveland Circle. CHICAGO—Cinestage
PHILADELPHIA—Goldman (Nov. 10).

AND THEREAFTER:

SALT LAKE CITY—Villa, Nov. 16. DETROIT—Music Hall, Nov. 17.
NEW ORLEANS—Saenger Orleans, Nov. 17. OKLAHOMA CITY—Tower, Nov. 17.
ATLANTA—Georgia Cinerama, Nov. 17. PITTSBURGH—Nixon, Nov. 17.
HOUSTON—Windsor, Nov. 17. KANSAS CITY—Glenwood, Nov. 22.
WASHINGTON—Ontario, Nov. 23. MEMPHIS—Paramount, Nov. 23.
DALLAS—Wilshire, Nov. 23. DENVER—Aladdin, Nov. 23.
CINCINNATI—International 70, Dec. 22.
CLEVELAND—Palace, Dec. 22. INDIANAPOLIS—Lyric, Dec. 22.
MIAMI BEACH—Beach, Dec. 22. SAN FRANCISCO—Penthouse, Dec. 22.
MINNEAPOLIS—Mann, Dec. 22. PORTLAND—Broadway, Dec. 22.
LOUISVILLE—Cinema 1, Dec. 22. BALTIMORE—Mayfair, Dec. 22.
TOLEDO—Cinema 1, Dec. 22. MILWAUKEE—Cinema 1, Dec. 26.
BUFFALO—Colvin, Jan. 18. PROVIDENCE—Elmwood, Feb. 1.
LAWRENCE—Cinema 1, Feb. 1. SPRINGFIELD, Cinema 1, Feb. 1.
SEATTLE—Blue Mouse, Feb. 1. PHOENIX—Palms, Feb. 1.

ALL U.S. AND CANADIAN OPENINGS ARE ROADSHOW ENGAGEMENTS.

CANADIAN PREMIERES BEGIN NOVEMBER 10

MONTREAL—York, TORONTO—Glendale.



「パリは燃えているか」のワールド・

プレミアは十月二十四日に決定

先月号が印刷に入った後で、パリで行われる「パリは燃えているか」のワールド・プレミアが、十月十三日から十月二十四日に変更されると発表された。発表の時期がおそかったため先月号に記すことはできなかったが、この日取は確定的である。したがって次号(十一月号)の殆どは「パリは燃えているか」のプレミアに捧げられる。これには、前記のパリのプレミアの他に、十一月九日に行われるニューヨークとハリウッドのプレミアも含まれる。パラマウント・ワールドの十一月号はいかに興奮にみちた号になることだろう。

パールバーグが製作を指揮し、ジョージ・シンドニー監督の下でロンドンのシェパードン撮影所で製作が進められている、「心を繋ぐ六ペンス」である。主演は、ロンドン及びニューヨークの舞台で上演されたときに主役をつとめたイギリスの人気スター、トミー・ステイルで、「アルフィー」でマイケル・ケインの相手役をつとめたジュリア・フォスターが共演する。このミュージカルをブロードウェイの舞台で見て非常な好感をもった我々は、これがパラマウントのミュージカル大作として成長しつつあることを報告できて嬉しい。

現在ハリウッドでは誠に風変わりなウェスタンが製作されている。「チューカ」という題名の作品で、この映画には、「ネバダ・スミス」を興行的に驚くべきヒット作は、例えなくすばらしい。米・加及び現在のロンドンのアストリア劇場での驚異的な成功は、この永遠不滅の作品の底知れぬ持久力についてのジョージ・ウェルトナー社長の前言を裏づけている。きたる数ヶ月の間にはこのセシル・B・デミル作品の他の重要な封切が予定されており、我々の賞讃の言葉のストックはウズウズしながら使用

たらしめた偉大なムードがある。この映画はロッド・テラーとジョン・ミルスが共演し、ゴードン・ダグラスが監督を担当する。台本を読んだことに加えて我々が得た予備知識から、我々は諸賢がこの映画をただのウェスタンだと思いきまぬようお願いしたい。この映画は特別の作品となるはずだから。

「ネバタ・スミス」のことにふれたからには、十七頁に記されているように、この偉大な西部劇がいざんとして上映された全箇所記録を作りつづけてつづつあることを記さないわけには行かない。また他方、「アルフィー」がイギリス、オーストラリア、アメリカで別の成功物語を綴りつつあることはいうまでもない。

される日を待っている。本号に、ペルト・リコに於てパ社の配給開始以来四十周年を記念して行われた活動について報告できることは光栄である。同地区の支配人フランク・J・ブラナスと彼のスタッフはたいへん建設的且つ立派な仕事をなした。しかも、これによせられた興行者たちの協力もきわめて心をうつものがあつた。

我々はパラマウント・ワールドの次号がバ社史上もつとも興味深く重要な号となることを約束する。

Another box-office bullseye is about to be scored by John Wayne in Howard Hawks' EL DORADO.

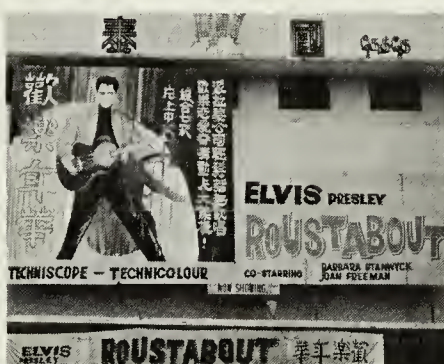
FAR EAST



NEW YORK - Notables at the Cathay Organisation's reception at the Regency Hotel which was hosted by Mr. Choo Kok Leong (second from right), Chairman of Cathay. Second from left is Mr. R. Ramani, Permanent Secretary to the Permanent Mission of Malaysia to the United Nations. At right, Mr. George Weltner, president of Paramount Pictures Corp. At left, Cathay Booking manager Yeoh Guan Yew.



NEW YORK - At the same extremely pleasant function, Paramount International president James E. Perkins and Mrs. Perkins are pictured with Mr. Choo Kok Leong, centre and, at right, Mr. and Mrs. Yeoh Guan Yew.



MUAR, Malaysia - Front of the Cathay Cinema here during the very fine run of Elvis Presley in 'Roustabout.'



SINGAPORE - And here is the imposing front of the Cathay Organisation's Cathay Cinema during the run of the Paramount International release of "Beach Ball."

BELOW AND LOWER LEFT

BANGKOK - Two glimpses of the truly exciting front of house display at the Paramount for "Assault On A Queen."



BOMBAY - When this photograph of the New Empire Theatre with its wonderful front-of-house display, was made, "The Naked Prey" was already completing its 3rd week and about to enter a fourth. Far East division manager S.A. Henriksen, in his letter accompanying the photograph, stated that "The Naked Prey" is doing "excellent business at the New Empire."



HOLLYWOOD - After leaving New York, Cathay Organisation Chairman Choo Kok Leong headed for the Paramount Studio, where he was made most welcome by Howard W. Koch, vice-president and studio and production head. (The flags flanking the United States emblem are those of Singapore and Malaysia).



HOLLYWOOD - Earlier, Mr. Koch had welcomed Mr. and Mrs. Yeoh Guan Yew, who were proceeding around the world in the opposite direction to Mr. Choo. Mr. Yeoh is booking manager of the Cathay Organisation of Singapore.

SOME OF THE TOP PREMIERE DATES, WORLD-WIDE, OF "IS PARIS BURNING?"

(Some listings tentative)

FRANKFURT	Alemannia	Oct. 28	VIENNA	Forum	Dec. '66
BERLIN	Delphi	Oct. 28	LISBON	Imperio	Dec. '66
ROME	Barbarini	Jan. '67	BEIRUT	Metropole and	Dec. '66
MILAN	Corso	Jan. '67		Saroulla	
BARCELONA	Comedia	Xmas '66	STOCKHOLM	Palladium	Nov. 2
MADRID	Palafox	Xmas. 66	TOKYO	Scalaza	Feb. 25
BRUSSELS	Ambassador	Oct. 27	MANILA	Galaxy	Feb. '67
ANTWERP	Metro	Nov. '66	BANGKOK	Paramount	Feb. '67
LUXEBURG	Eldorado	Dec. 16	TAIPEI	Sun or	Feb. '67
AMSTERDAM	Tuchinski	Oct. 27		Ambassador	
ROTTERDAM	Grand & Thak		SINGAPORE	(not set)	Apr. '67
			BOMBAY	"	Jan. '67
ROTTERDAM	Grand & Thalia	Oct. 27	LONDON	Odeon	Dec. 9
COPENHAGEN	World Cinama	Xmas '66	SYDNEY	(not set)	Dec. '66
BASLE	Plaza	Oct. 29	MELBOURNE	Chelsea	Dec. '66
ZURICH	Rex, ABC, Scala	Oct. 27	AUCKLAND	(not set)	Jan. or
HELSINKI	Boston	Jan. '67			Feb. '67
			JOHANNESBURG	Cinerama	Mar. '67

DAS WELTPREMIEREN-DATUM VON "BRENNT PARIS?" IST DER 24 OKTOBER

Nachdem die September-Ausgabe bereits gedruckt war, wurde das Pariser Welt-premierendatum für "BRENNT PARIS?" vom 13. Oktober auf den 25. Oktober verschoben. Wir konnten diese Änderung nicht mehr drucken - aber dieses neue Datum ist dafür fest. Das heißt auch, daß die November-Ausgabe fast ausschließlich dem Premierenergebnis von "BRENNT PARIS?" gewidmet sein wird. Die Premiere in Paris ist also für den 25. Oktober, und in New York und Hollywood auf den 9. November festgelegt: folglich werden wir in der Tat sehr viel zu berichten haben.

Auf einer anderen Seite freuen wir uns außerordentlich, Ihnen den Beginn der Dreharbeiten zu Paramount's erstem großen Musical seit vielen Jahren anzukündigen. Es handelt sich dabei um "HALF A SIXPENCE", der zur Zeit im Shepperton Studio in London unter der Regie von George Sidney und mit William Perlberg als Produzent in Arbeit ist.

Der Star des Bühnenstückes, sowohl in London als auch in New York, war Englands großer Favorit, Tommy Steele. Er wird ebenso die Hauptrolle des Filmes übernehmen; Julia Foster (die uns als eine von Michael Caine's Mädchen aus "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN" her bekannt ist) sehen wir als Partnerin von Tommy Steele. Nachdem wir das Musical am Broadway gesehen und bewundert haben, sind wir überaus glücklich, daraus einen großen Film zu zaubern.

In Hollywood ist man im Moment mit einem der ungewöhnlichsten Western beschäftigt. Sein Titel lautet "CHUKA" und enthält viel von der gleichen Atmosphäre, die "NEVADA SMITH" so erfolgreich gemacht hat. In den Hauptrollen

sehen wir Rod Taylor und John Mills, die Regie hat Gordon Douglas übernommen. Nach Informationen aus besten Quellen, und aufgrund der Kenntnis des Drehbuches möchten wir Sie alle bitten, diese Produktion nicht als gewöhnlichen Western anzusehen, sondern ihn als etwas ganz Besonderes zu behandeln.

Um noch einmal auf "NEVADA SMITH" zurückzukommen, möchten wir noch feststellen, daß dieser große Western weiterhin, wo immer er anläuft, Rekordzahlen aufstellt, sie können das auf Seite 17 nachlesen. Einen großen Erfolg haben wir mit "DER VERFÜHRER LÄSST SCHÖN GRÜSSEN", insbesondere in England, Australien und den USA zu verzeichnen.

Sämtliche Neuigkeiten über die Wiederaufführung von "DIE ZEHN GEBOTE" sind zweifellos die Besten. Überaus lange Laufzeiten in den USA und Kanada und der derzeitige, ständig anwachsende Erfolg des Filmes im Astoria Theater in London sind Beweis genug dafür, daß Präsident George Weltner's Vorhersagen, was die Macht dieses zeitlosen Werkes anbetrifft, sich durchaus bestätigen. In den nächsten Monaten werden wir zahlreiche Einsätze dieser Cecil B. DeMille Produktion erleben, und unsere lobspendenden Wörter warten nur darauf angewandt zu werden.

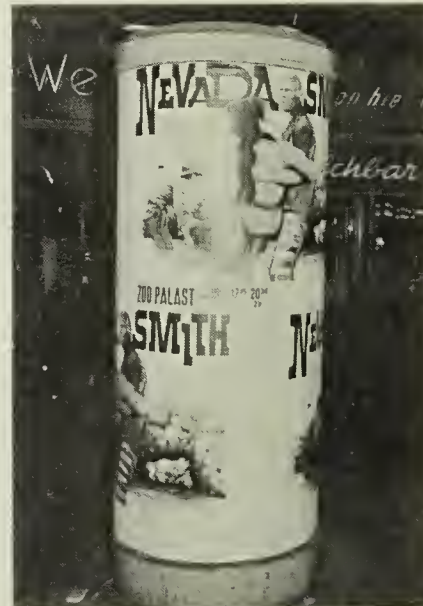
Es ist uns ein Vergnügen, in dieser Ausgabe über einige Ereignisse im Zusammenhang mit dem 40. Jahrestag des Bestehens der Paramount in Puerto Rico zu berichten. Direktor Frank J. Planas und seine Leute haben Großes und Erfolgreiches geleistet, und die Anteilnahme der Theaterbesitzer war aufrichtig.

Wir können zuversichtlich versprechen, daß die nächste Ausgabe der Paramount World eine der interessantesten und wichtigsten in der ganzen Geschichte unserer Gesellschaft sein wird.

The best compliment to a child or a friend is the feeling you give him that he has been set free to make his own inquiries, to come to conclusions that are right for him, whether or not they coincide with your own. - Alistair Cooke



LILLIAN GISH has a pivotal and wholly sympathetic role in "Warning Shot," one of Paramount's most exciting murder mysteries in years.



BERLIN - Actionful street pillar advertising for "Nevada Smith" at the Film-Theater Zoo Palast.

We advise you in advance that next month's issue of Paramount World will be almost entirely devoted to the Paris premiere of "Is Paris Burning?" and to other news of importance about this precedent-setting film.

Many regular departments of the magazine will be dropped for this issue only, in order that we may fully report the Paris premiere.

EUROPE



HOLLYWOOD - Mr. A. Mocaer, Paramount's very important exhibitor in Dakar, Senegal, was a recent distinguished visitor to Paramount studio, where he was made most welcome on the set of "The Caper of the Golden Bulls." Above, he is with Yvette Mimieux, co-star of the Embassy-Paramount co-production.



ROME - Three mobile trailers for "Nevada Smith" poised outside Paramount headquarters here before setting forth on their journeys to spread far and wide the news of this great adventure film.



MILAN - Some of the audience attending premiere of "Alfie" at the Mignon Theatre. Two hundred and fifty copies of the "Alfie" record were distributed to guests at the opening.



BERLIN - Action aplenty is in evidence in this very fine front-of-house display for "Nevada Smith" at the Zoo Palast Theatre.

"Spy," #1, "Thread," #7

TEL-AVIV, Israel - Paramount manager Ladislav K. Koch reports that during the New Year celebrations, one of the local radio stations selected The Ten Best Pictures of the Year, the judges being film critics and newspapermen.

"The Spy Who Came In From The Cold" was chosen at the Number One Picture of the Year, from the artistic standpoint, despite the competition of the James Bond pictures.

Furthermore, Paramount's "The Slender Thread" was on the list of the Ten Best, in 7th Place.

RIGHT

BASLE, Switzerland - One of the major contributors to the Continental success-sweep of "Nevada Smith" has been the Rex Theatre in Basle. Part of the theatre's entrance is shown here, with intended patrons very much interested in the theatre's photo display.



PARIS - The Moulin Rouge is another mighty European focal point attesting to the greatness of "Nevada Smith" in attracting capacity crowds.

RIGHT

PARIS - Lobby and balcony displays for the forthcoming "Is Paris Burning?" at the Paramount Theatre here.



FULL FOCUS ON FINEST SHORT FEATURES

A truly joyous short feature is the Soviet-made "Boniface's Holiday," which is being released in the U.S. as a companion film to "Bolshoi Ballet 67." The story of a circus lion that returns, with permission, to the African jungle on a brief holiday, it contains a philosophy that can be most helpful in these hectic days the world is going through.

Another glimpse into the new Canyonlands National Park which has been colorfilm-captured in "Road to Adventure, USA," the 17-minute featurette being distributed by Paramount. In this scene from the film a family is climbing up the side of a red canyon to Grand View Point. Two thousand feet below them is a second series of gorges, the color of chocolate.

Spook up your show with
Honey Halfwitch



HURRY-PRINTS ARE LIMITED!

WE ALSO HAVE A FEW CASPERS IN SERVICE.



Pictured are three of racing's top speed wizards who comprise the Chaparral Car team of Phil Hill, Hays Sharp and Jim Hall. They are featured in the Paramount short, "Race To the Top," Winik Films' next Sports in Action short feature.

Minneapolis branch is certainly the most alert in stirring up exhibitor interest in Paramount short features via cartoon flyers. Here's the latest, with an extra special accent on the use of the "Honey Halfwitch" cartoons for the upcoming Hallowe'en occasion.

It is indeed very heartening to note the definitely upbeat interest many of our branches are displaying in the new order of Paramount short features.

We can only secure increasingly interesting shorts if we provide increasingly interesting revenue - not merely from segments of our distribution organization, but from the organization as a whole.

"The Winning Strain" - Academy Award Calibre



In "The Winning Strain," Winik Films have produced a magnificent short feature which we believe will be found listed with the Academy Award nominations next February.

Filmed in Technicolor, and almost

entirely in slow motion, the short depicts the face strain, the muscle tensing, the breath gulping efforts of athletes in their all-out efforts to break records. Sports shown include running, discus-throwing, shot-

putting, javelin-throwing, hurdling, pole vaulting, high jumping and hop, skip and jump.

This Sports in Action short is an absolute gem which calls for specialized handling.



NEWS OF THE PARAMOUNT
SUBSIDIARIES

GIANT

MERCHANDISING CAMPAIGN

INITIATED BY **DOT** RECORDS

This colorful spread represents a four page advertising layout for Dot Records which appeared in the Sept. 30th issue of The Hollywood Reporter. It demonstrates very effectively the diverse nature of the disc offerings carrying the increasingly popular Dot label.

PARAMOUNT CREATES SPECIAL PATTERN FOR DOMESTIC RELEASE OF "ALFIE"

"Alfie" will be the subject of a unique new release pattern that will see it booked into a maximum of 56 specially selected U.S. situations through the important Thanksgiving-Christmas-New Year's holiday playing time.

In setting the limited national release for "Alfie," Paramount announced that the comedy-drama has amassed exhibitor guarantees that represent an all-time, non-roadshow record for the company. Most of the holiday-time bookings were bid for a minimum run of 14 weeks.

The release pattern was designed to heighten the film's potential following its New York opening which has resulted in massive national word-of-mouth and exceptional publicity breaks in the nation's mass media publications.

In addition to New York where "Alfie" has been setting new records at the New Embassy and Coronet Theatres, the Michael Caine starrer will be opening in the following situations:

Atlanta, Peachtree; Nashville, Green Hills; Boston, Astor; Providence, Avon; Springfield, Mass., Arcadia; Buffalo, Colvin; Rochester, Cinema; Syracuse, Cinema East; Binghamton, Cinema; Charlotte, Plaza; Chicago, Esquire; Cincinnati, Princeton Cinema; Columbus, O., Cinema East; Cleveland, Lake Homestead; Dallas, Cinema II; Houston, Cinema II; San Antonio, Cinema II; Albuquerque, Lobo; Oklahoma City, May and Tulsa, Fox Plaza.

Also Denver, Crest and Towne; Rapid City, S.D., Rapid; Boulder, Colo., Flatiron; Detroit, Trans-Lux and Studio 8; Indianapolis, Nora; Jacksonville, Five Points; Miami Beach, Sheridan; W. Palm Beach, Paramount; Tampa, Palace; St. Petersburg, State; Orlando, Beacham; Kansas City, Fine Arts; Wichita, Boulevard; Los Angeles, Crest; Phoenix, Palms; Tucson, Catalina; Memphis, Park; Milwaukee, Mayfair and Esquire; Minneapolis, World and Philadelphia, Midtown.

And Pittsburgh, Chatham Cinema; Erie, Pa., Strand; Altoona, Pa., Capitol; Sharon, Pa., Basil; St. Louis, Loew's Mid City and Cinema II; Salt Lake City, Towne; San Francisco, Cinema; Oakland, Theatre 70; Sacramento, Esquire; Seattle, Blue Mouse; Tacoma, Wash., Rialto; Anchorage, Alaska, 4th Avenue; Portland, Irvington; Washington, D.C., Embassy and Baltimore, Charles.



Men often oppose a thing merely because they had had no agency in planning it, or because it may have been planned by those whom they dislike.

- Alexander Hamilton



Comedienne Cass Daley returns to the Paramount scene as a light funmaker in William Castle's spookbuster, "The Spirit Is Willing."



David Janssen and Stefanie Powers in one of the many 'baffling' sequences of "Warning Shot," one of Paramount's most classy 'whodunits' since Hector was a pup.

Rosalind Russell and Jonathan Winters in one of the host of truly funny scenes in "Oh Dad, Poor Dad, Mama's Hung You in the Closet and We're Feeling So Sad." We've seen the comedy and we know how uproariously gay, giddy and ga-ga it really is.

O DIA DA ESTRÉIA MUNDIAL DE "PARIS ESTÁ EM CHAMAS?" É 24 DE OUTUBRO

Depois da nossa edição do mês passado ter sido impressa, a data da estréia mundial de "PARIS ESTÁ EM CHAMAS?", na capital francesa, foi transferida de 13 para 24 de outubro. A notícia chegou tarde demais para fazermos a modificação -- mas, esta nova data é definitiva. Isso significa também que a nossa edição do próximo mês (novembro), será quase inteiramente dedicada às estréias de "PARIS ESTÁ EM CHAMAS?"; a de Paris, que já mencionamos, e as de Nova York e Hollywood, ambas no dia 9 de novembro; como vêem, será uma sensacional edição do - Paramount World!

Numa outra página, estamos tendo a honra e o prazer de divulgar o início da filmagem do primeiro grande musical da Paramount em muitos anos. Trata-se de "Half a Sixpence", - agora em trabalhos de produção nos Estúdios Shepparton, em Londres, sob a direção de George Sidney, e com o produtor William Perlberg conduzindo os rumos do trabalho. O astro original da montagem da peça, tanto nos palcos de Londres, - como nos de Nova York, foi o grande favorito dos ingleses, Tommy Steele, que será também o astro do filme; e Julia Foster (uma das companheiras de Michael Caine no elenco de "Como Conquistar As Mulheres" - "Alfie"), é a co-estréla de Tommy Steele. Como tivemos a oportunidade de ver e nos deliciar com este musical que tanto sucesso alcançou na Broadway, sentimo-nos muito felizes ao saber que ele será convertido num formidável espetáculo da Paramount.

Acha-se agora em filmagem em Hollywood, um western inteiramente fora do comum. Chama-se "Chuka" e possui a mesma atmosfera de grandeza que está fazendo de "Nevada Smith" um dos maiores sucessos de bilheteria destes últimos anos. Rod Taylor e John Mills são os co-astros, e a direção

He's Mine! All Mine.....



HOLLYWOOD - A very distinguished visitor from Brazil is here shown on the set of the William Castle-Paramount production, "The Busy Body." She is Mrs. Lausimer Laus, at left, a journalist who writes for Brazil's Manchete, Fatos E Fotos and many other noted publications, and she is in the United States on a visit of two months as the guest of the U.S. State Department. With her, at right, is Miss Maria Devendorf, her State Department hostess. And as studio guide and mentor, is Sid Caesar, co-star of "The Busy Body."

está em mãos de Gordon Douglas. Por julgamento antecipado, e também por termos lido o roteiro, rogamos a que não se julgue esta produção como sendo qualquer western do tipo comum pois na verdade se trata de algo muito especial.

Já tendo mencionado acima "Nevada Smith", vamos ampliar essa menção acrescentando que este grandioso western está continuando a quebrar recordes em toda parte, como se pode constatar à página 17...E, naturalmente, outra grande estória de sucesso está sendo escrita por "Como Conquistar As Mulheres" (Alfie), especialmente na Inglaterra, - Austrália e Estados Unidos.

Tôdas as notícias referentes à volta de "Os Dez Mandamentos" são invariavelmente ótimas. Os contratos para a exibição do filme nos Estados Unidos e Canadá, e o atual sucesso do mesmo no cinema Astória, de Londres confirmam o acerto das previsões do presidente George Weltner, ao declarar ser permanente e sempre atual o sucesso de "Os Dez Mandamentos". Dentro dos próximos meses, serão realizadas outras apresentações da produção de Cecil B. DeMille, e as palavras de elogio que temos em stock estão aflitas para entrar em uso.

É uma satisfação registrar neste número as solenidades ligadas à comemoração do 40º aniversário da distribuição da Paramount em Porto Rico. Um belo e construtivo trabalho foi realizado pelo gerente Frank J. Planas e seu pessoal, - sendo de destacar também a simpática cooperação dos exibidores locais.

Achamos e prometemos que o próximo número do Paramount World será um dos mais interessantes -- e importantes -- de toda a história da Paramount.

SHOWMANSHIP



BUENOS AIRES - Well known actors José Cibrián and Marcos Zuker, as invited guests on Radio Splendid's 'Giant Screen' program, cooperate, with Paramount's Ad-la Martí, in delivering prize bags given by Air France and Lufthansa to the first three winners in the "Boeing Boeing" contest. From left to right: Miss Martí, Paramount's publicity head; José Cibrián, the winners and Marcos Zuker.



ROME - 5,000 copies of this poster announcing the singing of "Nevada Smith" by the very popular Bobby Solo were distributed throughout Italy by the Ricordi Record Co.

PARIS - Massive poster for "Nevada Smith," listing all four of the cinemas showing the thriller day-and-date. Poster is on the Boulevard Montparnasse, on the Left Bank.

UN GRANDE CANTANTE
UN GRANDE FILM
**BOBBY
SOLO**
CANTA
**NEVADA
SMITH**

DALL'OMONIMO FILM PARAMOUNT



SEATTLE, Washington - This spate of simulated piracy in the interests of "Assault On A Queen" secured wonderful newspaper coverage here and also on the "News Hour" of KOMO-TV. It represented large scale between Henry Ehrlich, the Lennen and Newell Agency, and Seattle's famed Seafair Pirates, a group of local business men who devote at least a week of their vacations to helping with the pageantry that has made Seattle's Seafair a successful tourist attraction. This combined task force instigated a mock attack on the S.S. Princess Marguerite, a Canadian Pacific steamer plying daily between Seattle and Victoria, B.C. with passengers and automobiles. The Seafair 'pirates,' in full costume, commandeered a Harbor Tours boat and in a spirited 'attack' boarded the Princess Marguerite and put on a good show for the 800 passengers. One hundred guest passes for the picture were distributed, and an appropriately 'edited banner publicizing "Assault On A Queen Princess" was transferred from the assault boat to the huge steamer. Captain George C. Black, master of the Marguerite, was most cooperative. He not only posed for pictures on the bridge but read an announcement over the ship's P.A. system telling the passengers what the activity was all about and giving the movie a plug.

This was indeed showmanship of a very high and imaginative order and all concerned with it are to be congratulated.

By next month, when "Is Paris Burning?" has been gloriously and spectacularly launched, it is inevitable that a new and towering standard of showmanship shall have been achieved by Paramount initiative and teamwork.

Things do not get better by being left alone. Unless they are adjusted, they explode with a shattering detonation.

- Winston Churchill



Sid Caesar finds lots to joke about (and Vera Miles doesn't) in William Castle's rib-tickling spookfest, "The Spirit Is Willing."

Over the years, the screen has had many great 'bath tub' sequences --- but never one quite so uproarious as that participated in by Robert Mitchum and John Wayne in Howard Hawks' "El Dorado." It literally bubbles with fun.



SA OKTUBRE 24 ANG UNANG PAGTATANGHAL NG "IS PARIS BURNING?"

Noong kasalukuyang nasa limbagan ang bilang namin noong nakaraang buwan, ang petsa ng unang pagtatanghal sa Paris ng "Is Paris Burning?" ay ibinago at inilipat mula sa Oktubre 13 sa Oktubre 24. Hindi na umabot upang maihabol ang pagbabagong ito noon—nguni't tiyak na ngayon ang petsang bago. Nangangahulugan ito na ang bilang namin sa susunod na buwan (Nobyembre) ay maguukol ng malaking bahagi sa mga 'premieres' ng "Is Paris Burning?". Maunang ang unang pagtatanghal sa Paris na nabangit at ang sa Nueva York at sa Hollywood ay magkasabay sa Nobyembre 9. Talaga ngang magiging kawiliwili ang bilang na iyon ng Paramount World.

Matagal na ring walang musikal ang Paramount. Ikinagagalak at ipinagkakapuri namin ang paglalathala sa ibang pahina ng bilang na ito ng pagsisimula ng gawain sa isang malaking musikal. Ito ay ang "Half A Sixpence" na kasalukuyang isinasapelikula sa Shepperton Studio sa Londres, sa ilalim ng direksyon ni George Sidney at sa produksyon ni William Perlberg. Ang pangunahing bituing lalake na si Tommy Steele, isang tanyag na artistang Ingles na siya ring gumagap sa papel na ito sa mga tanghalan sa Londres at sa Nueva York. Ang katambal niya ay si Julia Foster (isa sa mga bituing babae sa lumabas na kasama si Michael Caine sa "Alfie"). Nasiyahan kami noong mapanood namin ang dulang ito sa tanghalan sa Broadway kaya nga ikinagagalak namin na lumilitaw na ang pelikulang ito ay kagaya rin noon na isang dakilang musikal.

Kasalukuyang niyayari sa Hollywood ang isang hindi pangkaraniwang pelikulang 'bakbakan'. Ang pamagat nito ay "Chuka" at ito ay may taglay na kadakilaang katulad noong nagdulot ng malalaking tagumpay sa "Nevada Smith". Sina Rod Taylor at John Mills ang magkasamang bituing lumalabas at ang direksyon ay nasa sa mga kamay ni Gordon Douglas. Mula sa mga naunang mga balitang ti-



Active cop, Sgt. Ed Musso (Keenan Wynn) has the drop on suspended cop Tom Valens (David Janssen) in one of a host of suspenseful moments in Paramount's exciting murder mystery, "Warning Shot."

"NEVADA SMITH" has registered a flock of records in the Philippines. From a fine cable that Manager A. S. Velasquez sent to Paramount International sales manager Milton Goldstein, we have extracted these basic facts:

The combined business at the Galaxy and Capitol Theatres, Manila, represented a new record for a Western. In Cebu City, at the Majestic, the first week's business topped that of previous record holders "Battle of the Bulge" and "The Sound of Music."

nangap namin at sa pagkakabasa namin sa 'script' ay may dahilan kami na sabihin sa inyo na ito ay isang hindi isang karaniwang pelikulang 'bakbakan' lamang kundi ito ay magiging isang malaking panoorin.

At mabangit na rin lang namin ang "Nevada Smith" ay palalawakin na namin ang pagbabalita at ipaalam sa inyo na patuloy ang pananagumpay nito kahi man at saan ito itanghal na gaya nang nasa sa pahina 17....at saka malaki ring tagumpay ang inaani ng "Alfie", lalong-lao na sa Grand Bretanya, sa Australya at sa boong Estados Unidos.

Lahat ng mga balita tungkol sa pamuling-pagtatanghal sa "The Ten Commandments" ay pawang mabubuti. Ang matagumpay na pagkakalabas nito sa Estados Unidos at sa Canada at ang kasalukuyang tagumpay nito sa Astoria Theatre sa Londres ay mga katibayang nagpapatotoo sa palagay ng Pangulong George Weltner sa walang pagkupas na pagkakagusto ng madla sa dakilang panoorin ito. Sa mga susunod na mga buwan ay marami pang ibang pagtatanghal ang gaganapin sa kathang ito ni Cecil B. DeMille kaya nga inasam naming makakagamit kami ng mga katagang papuri tungkol dito.

Isang kaligayahan namin ang pagbabalita sa bilang na ito ng ilan sa mga pangyayaring may kaugnayan sa pagdiriwang ng ika-apatnapung taong panamahagi ng mga pelikula ng Paramount sa Puerto Rico. Isang mainam at manigong gawain ang naisakatuparan ng tagapamahalang Frank J. Planas at ng kanyang mga kasamahan. Nakakalugod din ang pagkakatulon doon ng mga may-ari ng mga sine.

Tinitiyak namin na maaring maipangako namin na ang susunod na bilang ng Paramount World ay siyang lalong magiging kasabik-sabik at mahalaga sa boong kasaysayan ng Paramount.

W I N D O W O N T H E W O R L D



HOLLYWOOD - Beloved screen star Lillian Gish, playing a co-starring role in the exciting "Warning Shot," studies some of the special costumes which renowned designer Edith Head (at left) has created for her.



PERTH, Australia General sales manager Jack Edwards with a newcomer to the world of showmanship - young "Alfie" - who came along with his exhibitor parents attending the first of this year's special exhibitor and media screenings here, when "Alfie," "Paradise, Hawaiian Style," excerpts from "Is Paris Burning?" and product trailers were presented at "A Day With Paramount." Looking on are hula hostesses Marie and Jackie.



HOLLYWOOD - Paramount studio luncheon marking the start of the William Castle comedy mystery, "The Busy Body." (Picture of the head table on Page 12). An actor in the cast playing a cameo role is George Jessel, who provided a real press release when he announced that he was engaged to pretty blonde Audrie Magee -- and if you have already guessed that the special pose for the press, at right, is of George and Audrie, you are very, very right. And as each photographer asked for "Just one more, please!" George and Audrie happily responded.

On this WINDOW ON THE WORLD page we must mention the wonderful fact that practically all of the world has opened its windows and is looking in on "NEVADA SMITH," a thundering success. As Bangkok's (and Paramount's) Chana has said in a cable: FIRST WEEK AT PARAMOUNT THEATRE REPRESENTED ONE HUNDRED AND TWELVE PERCENT (112%) OF CAPACITY..A LEGEND THAT WILL LIVE FOREVER.



Two fine stars portray two great United States soldiers in "Is Paris Burning?" Glenn Ford (left) portrays General Omar N. Bradley and Robert Stack portrays Gen. Edwin Sibert.



BOMBAY - Human locomotion power is provided for showmanship on "The Naked Prey" at the New Empire Theatre.



Eva Renzi (right) and below in a scene from Paramount's "Funeral in Berlin" with Michael Caine, recently completed on location in West Berlin.



new faces:

A Real Original

EVA RENZI

Producers Charles Kasher and Harry Saltzman are touting their new discovery, a lovely honey blonde named Eva Renzi, as an original—"like no one else who has ever lived."

Movie fans will soon be able to decide for themselves when they see her in Paramount's "Funeral in Berlin," made on location in West Berlin. She co-stars in the Len Deighton spy-thriller with Michael Caine.

Their find was a fortunate one, both for themselves and Miss Renzi, for she was able to step right into the role abandoned by Anjanette Comer, who became suddenly ill.

Eva's discovery seems tailor-made for a Hollywood script in itself.

She was seen by Kasher and director Guy Hamilton at a party in Berlin given by actor Paul Hubschmid, who is also featured player in the film. A screen test was made and Kasher flew immediately to London with the still unexposed negative. The excited young lady received a phone call that

same evening from Kasher with instructions to fly to London the next morning for meetings with Saltzman, who is presenting the film, executives of Paramount, and her agents, William Morris Corp.

On her second day in London she had signed a contract for the female lead in "Funeral in Berlin," the guarantee of starring roles in another film to be made later this year, and two films a year for the next five years. In short, as Hollywood is wont to say: "A star is born."

"Paul Hubschmid was the first to tell me I had been chosen for a film test," Eva said, "and, to be truthful, I couldn't believe that he was serious. You know, actresses are always being told they will be tested... and nothing ever comes of it. This time it really happened. It's incredible. I am still not sure it is all true... When I am in front of the cameras, when I see myself in the rushes, then maybe it will sink in."

Eva began her interest in acting at 16, when she joined the Else Bongers drama school in Berlin. During the next three years she played small parts in the theatre and on television.

She also recently completed a German film "Berlin Is Eine Sunde Wert" (Berlin is Worth Sin) which has yet to be released. This is the film which decided her career and helped Kasher realize her potential.

Reflecting on her quick ascendancy, Eva still maintains a firm grip on reality: "What I really want more than anything is happiness. And I know that success has changed many people. If I find that it is affecting my private life, making me unhappy, then I will stop it. I have never forced my career and never will."

MOTION PICTURE HERALD, SEPTEMBER 14, 1966

One of the vital ingredients in the progress of our industry is the element composed of new faces and new talents.

Without the serious and sustained attention to new faces and new talents which are as important to motion pictures as food and air are to those who make them, the film industry not only does not advance, but actually recedes.

So it is vitally encouraging to see such newcomers as Eva Renzi entering motion pictures sanely, sensibly and aspiringly.

New Face...

New Talent...

A feature of
Motion Picture
Herald, New York

John Wayne and Charlene Holt in one of the intimate scenes from the Howard Hawks' Western thriller, "El Dorado"



....MORE ABOUT THE CURRENT AND COMING P R O D U C T

Again Suzanna!



British actress Suzanna Leigh, shown here with Elvis Presley in "Paradise, Hawaiian Style," has one of the female leads in Hal Wallis' currently filming Elvis Presley starrer, "Easy Come, Easy Go." Miss Leigh, who won great popularity also in Hal Wallis' "Boeing Boeing," has the role of a wealthy girl in search of romance and sunken treasure in "Easy Come, Easy Go."

EUGENE O'NEILL THEA., 230 W. 49 Street SEE ABC'S FOR DETAILS

"ONE OF THE FUNNIEST COMEDIES EVER." LIFE MAG.

BAREFOOT IN THE PARK

MATINEE EVERY SUNDAY AT 3 P. M. BEGINNING OCT. 16

BILTMORE THEATRE, 261 West 47th Street. • See ABC's for details

Eves. 8:30; Mats. today 2:00 & Sat. 2:30
MATINEE TODAY AT 2, SAT. AT 2:30
"IRRESISTIBLY FUNNY."—Herald Tribune
SAINT SUBBER presents
RUTH MATTESON JULES MUNSHIN
JOAN VAN ARK JOEL CROTHERS
in Neil Simon's Comedy Smash!
BAREFOOT IN THE PARK
Directed by MIKE NICHOLS
Mon. thru Thurs. Eves.: \$6.75, 5.50, 4.75,
3.50, Fri. and Sat. Eves.: \$7.25, 6.75, 5.50,
4.75, 3.50, Wed. Mats.: \$4.75, 4.00, 3.25, 2.75,
Sat. & Sun. Mats.: \$5.25, 4.75, 4.25, 3.50, 3.25,
BILTMORE Thea., 261 West 47th St. 582-3340
Matinee every Sun. at 3 Beg. Oct. 16
MATINEE TODAY AT 2, SAT. AT 2:30
"A GRAND AND GLORIOUS LAUGH
RIOT."—Glover, A.P.

"Barefoot in the Park" Starts Filming Next Month

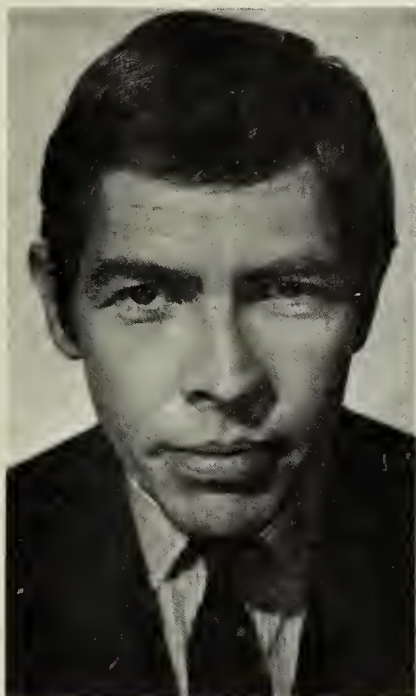
Gene Saks, director of many of Broadway's greatest stage successes, has been signed by producer Hal Wallis to direct the motion picture version of "Barefoot in the Park" for Paramount. The picture goes before the color cameras in Hollywood next month.

Saks will be filming "Barefoot in the Park" from a screenplay by Neil Simon, author of the stage version, with Robert Redford recreating the role which brought him stardom in the Broadway production.

"Barefoot in the Park" is being produced by Wallis under a special arrangement between his independent company, in which he is partnered with Joseph Hazen, and Paramount.

.....AND STILL MORE PRODUCTION NEWS

Signings & Castings



JAMES COBURN is the star of the comedy-Western "Waterhole No. 3," a Blake Edwards production now being filmed. The Paramount picture, first of four being made by Blake Edwards for this company, is being filmed in Technicolor-Panavision at Lone Pine.

Coburn, one of the screen's most sought-after young male stars, plays a slick gambler who becomes involved in a plot to steal a fortune in gold bullion from the U.S. Army. Most recent of Coburn's successes was "Our Man Flint."

The exciting CHUKA is scheduled for a November 1 camera start under the spirited direction of Gordon Douglas. Co-starring are Rod Taylor, John Mills and Ernest Borgnine, with Italy's Luciana Paluzzi co-starring in one of the two important female roles.

William Castle continues to add marquee power to his mystery comedy, "THE BUSY BODY." The cast at the time of our going to press includes Sid Caesar, Robert Ryan, Anne Baxter, Ben Blue, Dom De Luise, Arlene Golonka, Godfrey Cambridge, Kay Medford, Jan Murray, Bill Dana and Richard Pryor.

If you know what 'Eldorado' was named for, you'll know what "ELDORADO" is aimed for.

- Paramount's "Eldorado," that is.

Hal Wallis began filming of EASY COME, EASY GO on October 3, with John Rich directing and Paul Nathan associate producer. Dodie Marshall, TV comedian Pat Harrington, Pat Priest, Skip Ward (from "Is Paris Burning?" and Eddie Foy, Jr. are principal members of the supporting cast. The picture, with singing Elvis Presley as star, is a musical romance of an unusual search for missing treasure.

WATERHOLE #3, Blake Edwards' first Paramount production, is actively before the cameras. As indicated at left, James Coburn is the star of this account of a slick gambler who conspires to steal a fortune in gold bullion from the United States Army. William Graham is directing, and the cast includes Joan Blondell and Margaret Blye. Filming is of course in Technicolor.

A couple of rugged characters who have given us what those who have seen it claim to be the best gol-darndest Western in Paramount history.

The characters are John Wayne and Robert Mitchum.

The g/d Western is "Eldorado."

The producer of the g/d/w - Howard Hawkes.



It isn't easy, but Sgt. Tom Valens (David Janssen) succeeds in not falling for the sexy suggestions of Doris Ruston (Eleanor Parker) in a climactic moment of "Warning Shot."

"WARNING SHOT" is a humdinger of a murder mystery, produced with masterful showmanship and a fine sense of professional skill. Bob Banner's entrance into the Paramount periphery is most auspicious and augurs well for the future...David Janssen will mightily please his legion of fans, and everyone else in the cast contributes to the overall high box office value. The 'surprise' effect of injecting into the action for 'bits,' top actors of the calibre of Walter Pidgeon, George Sanders and Eleanor Parker, comes off perfectly. "WARNING SHOT" will live up fully to every ounce of salesmanship and showmanship put into its distribution.





NEW YORK - Group at the reception hosted by Cathay Organisation chairman Choo Kok Leong at the Regency Hotel here. At left are Cathay's Mr. and Mrs. Yeoh Guan Yew, then Paramount Board Chairman Barney Balaban, Paramount President George Weltner and Mrs. Weltner, and Mr. Choo.

CONGRATULATIONS ON INAUGURAL * * * *

LEE CHIEN HO
SUN THEATRE
TAIPEI (Taiwan)

TAIWAN WHICH HAS MANY GREAT CINEMAS AND MANY ASTUTE SHOWMEN NOW HAS ANOTHER SHINING JEWEL IN ITS CINEMATIC CROWN WITH INAUGURATION OF THE ULTRA MODERN SUN THEATRE. PREMIERING WITH THE PHENOMENALLY POPULAR "NEVADA SMITH" IS A FURTHER WONDERFUL AUGURY FOR CONTINUING SUCCESS.

JAMES PERKINS, PRESIDENT
PARAMOUNT INTERNATIONAL
FILMS



NEW YORK - Tables at the Cathay Organisation's reception, hosted in the Regency Hotel by Cathay Chairman Choo Kok Leong, were decorated with the flags of Singapore, Malaysia and the United States of America.

在上一期截稿後，「巴黎烽火」(暫譯)「Is Paris Burning?」的巴黎世界首映日期由十月十三日改到十月廿四日，我們是來不及改正了，不過這新日期是已經確實。所以我們下期(十一月份)將幾乎把整個篇幅貢獻給這部巨片的首映。巴黎獻映的日期已如上述，紐約和好萊塢的首映日期都定在十一月九日。因此下期的本刊應該將很受人注意！

本刊有一頁刊載派拉蒙多年以來第一部音樂巨片的開拍，這部新片是「Half A Sixpence」，

已在倫敦薛伯頓 (Shepperton Studio) 製片場攝製。佐治·薛尼 (George Sidney) 導演，惠廉·潘爾堡 (William Perberg) 製片，用該劇在紐約與倫敦舞台演出的男主角——也是英國的電影紅星——湯美·史提爾 (Tommy Steele) 為該片男主角。女主角是茱莉亞·福絲達 (Julia Foster)，她也是米高·凱恩 (Michael Caine) 主演的「Alfie」的幾個女主角之一。現在這部百老匯音樂劇已在搬上銀幕，將變成派拉蒙的特級音樂巨片。

現在好萊塢拍攝的一部不同尋常的西部片「Chuka」足可與非常成功的「Nevada Smith」媲美。洛·泰萊 (Rod Taylor) 與尊·米路士 (John Mills) 合演，哥頓·陶格勒斯 (Gordon Douglas) 導演，從它的劇本及我們的所聞，請你們決不要把這部影片當作任何普通的西部片。它將是一部非常特別的作品。

剛才提到的巨片「Nevada Smith」它不斷的在各地創下賣座紀錄。請看本期第十七頁……當然，其他的巨片如「Alfie」也從英國、澳洲和美國各地紛紛傳來捷報。

「十誠」(The Ten Commandments) 的捲土重來，也有不敗的優秀成績。美國與加拿大各地票房的成就不在話下，現在又在倫敦的亞斯托里亞戲院得到最高的成就，於是証明了魏德納 (George Welmer) 總裁的話之不虛。他說這部巨片將不受時間的限制，到處受人歡迎。以後幾個月中還有很多地方要上演這部施素·德美 (Ceil B. DeMille) 的不朽之作。我們用盡讚詞也不能形容它成功的偉大。

本期有些篇幅報導有關派拉蒙在波多黎哥發行四十週年的動態。該區經理普拉納斯 (Frank J. Planas) 和他的同人功不可沒，戲院方面也非常熱心。我們可以說，下一期的本刊，將是派拉蒙有史以來最重要和最有趣的一期。

「巴黎烽火」十月廿四日世界首映



BANGKOK, Thailand - Arrival of Her Royal Highness Princess Mother, The Regent, for the Command Performance of "Assault On A Queen" on September 1, 1966 at the Paramount Theatre.

Lined at left are ranking police officers. At extreme right is His Highness Prince Muratha. Chairman of the Sponsor Committee. Lady at left is Khunying Sunawinivat, Deputy Chairman. Paramount manager Chana is immediately behind her.



HOLLYWOOD - Mr. and Mrs. Yeoh Guan Yew on the set of "The Caper of the Golden Bulls" with co-star Stephen Boyd. Mr. Yeoh is Booking Manager of the Cathay Organisation, Singapore.

A MOTION PICTURE
TO COMMAND
THE ATTENTION OF
THE WORLD...



This is a Rock Hudson the world never before has seen!

"Seconds" is a class horror film, a top-drawer showmanship item that is going to be smash business everywhere. It is a picture that will hit big and fast, and not the sort that should linger in any situation.

These were the opening sentences in a truly wonderful review of "Seconds" in Hollywood Reporter of September 15th

DATUM FÖR VÄRLDSPREMIÄREN PÅ "BRINNER PARIS?" ÄR DEN 24 OKTOBER

Efter det förra numret gått i tryck flyttades datum för världspremiären i Paris på "Brinner Paris?" från den 13 till den 24 oktober. Det var för sent att göra någon ändring -- men sistnämnda datum är nu fastslagen. Av nämnda orsak måste nästa månads nummer (november) så gott som



RIGHT

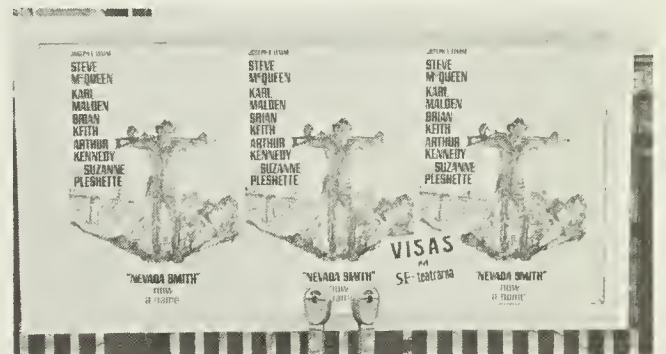
STOCKHOLM - One of the many advertising pillars for "Nevada Smith" at the China Theatre. This one is in the Sveavägen.

STOCKHOLM - Trio comprising manager Paul Flodin, Miss Günther and sales manager Jan Persson in the lobby of the China Theatre watching the huge surge of patrons eager to see "Nevada Smith."

helt och hållet ägnas premiärerna på "Brinner Paris?"; den i Paris enligt ovan samt den i New York och den i Hollywood, båda dessa senare den 9 november. Ett verkligt pangnummer av Paramount World, efter vad det ser ut.

På annan plats i tidningen är vi lyckliga och stolta över att kunna berätta nyheten om Paramounts första stora musical-film på många år. Det är "Half A Sixpence", nu under inspelning vid Shepparton Studio i London. George Sidney är regissör och William Perlberg mannen som håller i produktionstrådarna. Den som i scen-versionen gjorde rollen både i London och New York, Englands stora favorit Tommy Steele, är filmens stjärna. Hans motspelerska heter Julia Foster. (Hon var en av Michael Caines motspelerskor i "Alfie") När man sett och avnjutit denna musical på Broadway-scenen är man uppriktigt glad åt att filmversionen bär Paramounts märke.

Under arbete i Hollywood är just nu en högst ovanlig västernfilm. Den kallas "Chuka" och har mycket av den atmosfär av storhet som förskaffat "Nevada Smith" en sådan framgång hos publiken. Rod Taylor och John Mills spelar i filmen och regien har anförtratts Gordon Douglas. Efter vad vi på förhand vet om filmen, plus det vi kunnat utläsa av manuskriptet, måste vi varna er för att betrakta filmen som en helt vanlig västern;



STOCKHOLM - No wonder "Nevada Smith" was such a hit here: There was just no getting away from the urge to see it - not even in parking lots!

den här försäkrar vi kommer att bli något alldeles extra.

Vi nämnde nyss "Nevada Smith" och vi kan tillägga, att denna grandiosa västernfilm fortsätter att slå rekord varhelst den visas; bevis på sidan 17. ---- "Alfie" är en annan film som också gör storsuccé, särskilt i Storbritannien, i Australien och över hela Förenta Staterna.

Alla nyheter som strömmar in om ny-premiären på "De tio budorden" är enbart goda. Många och fina framföranden av filmen har ägt rum i Förenta Staterna och Canada och dessa, plus den strålande succén på Astoria-Teatern i London, bevisar sanningshalten i President George Weltners uttalande, att "De tio budorden" är och förblir en film med oförstörbar dragningskraft. Inom den närmaste tiden blir det ytterligare ny-premiärer på Cecil B. DeMilles storfilm, och det är med möda vi kan ge oss till tåls tills vi får vidarebefordra till er alla översvallande lovord.

Det är fyrtio år sedan Paramount började distribuera film i Puerto Rico, och en rapport om jubileet återfinns i detta nummer. Ett synnerligen gott och konstruktivt arbete utträttades av direktör Frank J. Planas och hans medarbetare och anslutningen bland biografägarna var glädjande talrik.

Vi tror oss kunna lova, att nästa nummer av Paramount World blir ett av de mest intressanta, och mest betydelsefulla, i Paramounts historia.

CC-33 11035

AN ORIGINAL SOUND TRACK RECORDING

Command CLASSICS

FROM THE MOTION PICTURE

BOLSHOI BALLET 67



PARAMOUNT PICTURES PRESENTS A MOSFILM PRODUCTION

MUSIC PERFORMED BY THE BOLSHOI THEATRE PHILHARMONIC ORCHESTRA AND THE BOLSHOI SYMPHONY ORCHESTRA OF RADIO AND TELEVISION

Ravel: BOLERO - VALSES NOBLES ET SENTIMENTALES NOS. 1, 2 & 7 - Saint-Saens: Fokine's THE DYING SWAN
Rachmaninoff: RHAPSODY ON A THEME OF PAGANINI (Excerpts) - Prokofiev: THE STONE FLOWER (Excerpts)
Special Music By YACOVLEV


CC-33 11035

AN ORIGINAL SOUND TRACK RECORDING

Command CLASSICS

PARAMOUNT PICTURES PRESENTS A MOSFILM PRODUCTION

BOLSHOI BALLET 67



TECHNICOLOR

STARRING THE MEMBERS AND DANCERS OF THE BOLSHOI BALLET COMPANY

LEO ARNSHTAM - LEONID LAVROVSKY - ALEXANDER SHELENKOV
CHOREOGRAPHY BY LEONID LAVROVSKY - LEONID LAVROVSKY - ALEXANDER SHELENKOV

MUSIC BY THE BOLSHOI THEATRE AND SYMPHONY ORCHESTRAS

ENGLISH VERSION BY CELEBRITY CONCERT CORPORATION

'Bolshoi' in Russian means "big" or "grand" or "great." The Bolshoi Ballet Company from Moscow is exactly that! The famed Soviet troupe, as far as the world is concerned, is Russian ballet. Today, with Moscow the capital of the Soviet Union, The Bolshoi Ballet has won worldwide prominence, particularly in the United States where the famed troupe has conducted three transcontinental tours - EACH A TRIUMPH!

THE MOTION PICTURE PRESENTS THE FOLLOWING BALLET AND FEATURED DANCERS

RACHEMANINOFF "PAGANINI"
Y. Sekh - E. Maximova

RAVEL "BOLERO"
E. Kholina - A. Lavrenjuk
S. Radchenko

SAINT-SAENS
Fokine's "THE DYING SWAN"
A. Osipenko

PROKOFIEV
"THE STONE FLOWER"
R. Struchkova

ADAM "GISELLE"
N. Sorokina

KREIN "LAURENCIA"
M. Timofeyeva

MINKUS "DON QUIXOTE"
M. Samokhvalova

THE RECORDING PRESENTS THE FOLLOWING MUSICAL SELECTIONS

SIDE 1
RAVEL
Valses Nobles et Sentimentales Nos. 1, 2 & 7
SAINT-SAENS
Fokine's "THE DYING SWAN"
RAVEL
Bolero

SIDE 2
RACHMANINOFF
Rhapsody on a Theme of Paganini (excerpts)
PROKOFIEV
The Stone Flower (excerpts)

Both sides of the jacket of the Command Classics sound track recording of "Bolshoi Ballet 67." Each side pictures the charm of this exceptional film and give ample identification of its being a Paramount release (in the U.S.A. only).

Monday, September 26, 1966

THE Film DAILY

★ REVIEWS OF THE

'BOLSHOI BALLET 67'

Paramount Pictures—Mosfilm Prod. (Technicolor) 75 Mins.

WORLD FAMOUS BALLET TROUPE GOES THROUGH ITS PACES WITH CHARM AND VISUAL ENCHANTMENT. HAS TOUCHING STORY. OUTSTANDING FARE FOR SELECTIVE AUDIENCES.

A lively, colorful spectacle of one of the world's most celebrated troupes, the Bolshoi Ballet, flowers magnificently on the screen. A Mosfilm production in Technicolor, presented by Paramount, "Bolshoi Ballet 67" presents well-loved music along with some of the finest classical and popular ballet. There is a delicate, radiant charm to the picture. In this respect it differs happily from those ponderous, sluggish movies that have made their way to these shores from Russia.

The music and dancing are of course the major patron-luring assets of the picture. In addition it has a touching, fragile story of a young ballerina who dreams of dancing with the Bolshoi. Through her experiences the audience is given a unique, intimate look at the Bolshoi at work, play and practice.

As a dance film "Bolshoi Ballet 67" avoids the pitfalls of many others. It is aware that a difference exists between the stage and screen media and adroitly adapts to the style of the latter. Thus it captures dancing in brilliant cinematic terms.

Settings, costumes, backgrounds strike the eye with their vividness.

Leonid Lavrovsky, Leo Arnshtam and Alexander Shelenkov wrote the scenario and directed it, while the cameras were handled with fluid grace by Shelenkov and Iolanda Chen.

Among ballets, and ballet pieces displayed are: "Paganini" to music by Rachmaninov; "Bolero" and "Waltz" to Ravel's music; Prokofiev's "Stone Flower"; Saint-Saens "The Dying Swan"; Adan's "Giselle" and Minkus' "Don Quixote."

The color photography in Technicolor is notable.

For many patrons "Bolshoi Ballet 67" will hold incomparable joys.

Solos and dancers were performed by Natalia Bessmertnova, Mikhail Lavrovsky, Nina Sorokina, Nina Timofeyeva, Moya Samokhvalova, Yaroslav Sekh, Ekaterina Meximova, Elena Kholina, Alexander Lavrenjuk, S. Radchenko, A. Osipenko, Raissa Struchkova, Y. Grigoriev, Vladimir Levashev, Natalia Kasatkina, A. Simachev.

The music was performed by the Bolshoi Theatre Philharmonic Orchestra, Bolshoi Symphony Orchestra of Radio and TV and Violin Ensemble of the Bolshoi Theatre.

CREDITS: Direction: Leonid Lavrovsky, Alexander Shelenkov; Scenario: Leo Arnshtam, Lavrovsky; Camera, Shelenkov, Iolanda Chen; Choreography, Leonid Lavrovsky.

—MANDEL HERBSTMAN

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Wonderful Album

The original musical soundtrack recording from Paramount's (U.S. only) "Bolshoi Ballet 67" has been recorded on the Command Classics label and is being distributed into U.S. music stores to coincide with the current release of the production.

The attractively-packaged album has scenes from the film on front and back covers, in addition to an elaborate inside spread.

With the English version under the supervision of the Celebrity Concert Corporation, the album contains the film's classical music as played by the Bolshoi Theatre and Symphony Orchestras. The music includes compositions of Ravel, Rachmaninoff, Adam, Saint-Saens, Prokofiev, Krein, Minkus.

NEW YORK - The film industry press has been high in praise of Paramount's fine release (in the U.S. only) of "Bolshoi Ballet 67." Reproduced above is a sample reaction of praise, this one from The Film Daily.



THE MOST INCANDESCENT
MOTION PICTURE PREMIERE
IN HISTORY

COVER FOLDS OUT

Everybody Loves To Do It...

READ BETWEEN THE LINES



THE HEROIC
FRENCH UNDERGROUND
COMES OUT INTO THE OPEN!

THE COVER The Palais de Chaillot, where the premiere of "Is Paris Burning?" took place the evening of October 24, seen through the lower arch of the Eiffel Tower.

A glorious demonstration of distribution, EVERY MORNING THE CABLES FROM CONTINENTAL HEADQUARTERS IN PARIS TO NEW YORK ARE SPECTACULAR, OR BETTER. A FREQUENT presentation and public information has already BEGINNING SAYS "'IS PARIS BURNING?' SUCCESS CONTINUES TO MOUNT THROUGHOUT EUROPE." A WONDROUS STATEMENT HAS THE matched the marvelous production job which has MIGHTY FILM TOPPING THE ALL-TIME, ALL-PICTURE, ALL-ANYTHING RECORD IN THE PARAMOUNT THEATRE, PARIS. IN STOCKHOLM, made "Is Paris Burning?" an irresistible topic IN 5 DAYS THE PICTURE ALMOST DOUBLED THE BUSINESS THAT "THE TEN COMMANDMENTS" HAD DONE IN A WEEK IN THE SAME of global interest. The whole wide world, after THEATRE. THROUGHOUT FRANCE - IN LYON, LILLE, NICE, NANTES - THE BUSINESS OVERALL REPRESENTED FOUR TIME THAT DONE just a couple of weeks of exhibition of one of BY "THE TEN COMMANDMENTS". FIRST WEEK IN 60 GERMAN CITIES TOPPED THE DE MILLE PICTURE, WHICH HAD LONG HELD THE the greatest motion pictures ever made, knows CHAMPIONSHIP IN GERMANY. IN PARIS THE PICTURE IS PLAYING IN SEVEN MAJOR CINEMAS (SEE PAGE 40 FOR PICTORIAL EVIDENCE,) that it has a wonderful film treat in store for AND IS PRODUCING THE BIGGEST GROSS ANY PICTURE HAS EVER DELIVERED IN THE CITY OF LIGHT. IN FIVE CITIES OF HOLLAND it and can hardly wait for the opportunity to THERE ARE FIVE SETS OF GROSSES WHICH STATE THAT THIS IS THE GREATEST REVENUE FILM EVER PRESENTED BY PARAMOUNT TO buy tickets. In this issue of Paramount World DISCRIMINATING DUTCH AUDIENCES, WHILE IN BELGIUM THERE IS EXACTLY THE SAME SUBSTANTIAL EVIDENCE FROM FOUR MAJOR will be found some of the things which have CITIES, WHICH INCLUDES THE BRUSSELS STORY TO BE FOUND ON LATER PAGES OF THIS ISSUE. THE STORY FROM SWITZERLAND COMES happened up to this month of November, and sub- FROM ZURICH AND BASLE, WHERE THE RECEIPTS HAVE BEEN SO HIGH THAT MANAGERS ARE USING CAUTION TO MAKE SURE THAT THE sequent issues will continue to report in depth COUNTING MACHINES HAVE NOT SLIPPED A NOTCH OR TWO.....IN SHORT, AND CONTINUING IN THE SAME CONSERVATIVE REPERTORIAL the continuing great story of one of Paramount's VEIN, "IS PARIS BURNING?" LOOKS LIKE BEING THE GREATEST PARAMOUNT REVENUE-REAPER OF ALL TIME ***** proudest moments of glory.



**A MOTION PICTURE
TO COMMAND
THE ATTENTION OF
THE WORLD...**



NEW YORK - Attending the Criterion Theatre premiere of "Is Paris Burning?" are Charles G. Bluhdorn, centre, Martin S. Davis and Leslie Caron.

"Top business can be anticipated by exhibitors from the first road-show engagements in the big cities to the last subsequent runs everywhere in years ahead..."

Motion Picture Daily's
review of
"Is Paris Burning?"

A GREAT ERA OF PARAMOUNT PRODUCT SUPREMACY UNFOLDS

WHILE THIS ISSUE OF PARAMOUNT WORLD is in large measure devoted to the multiple premieres of "Is Paris Burning?" we all must never lose sight of the fact that we are the makers and distributors of a full scale program of entertainment films -- and, as the official statements on the page opposite indicate, our production programme is to be still further expanded.

In the meantime, as an indication of our already valuable product assets, here is a memorandum circulated by General Sales Manager Charles Boasberg on November 10th:

"Last Monday night in Chicago I had the privilege of looking at a truly great motion picture - Otto Preminger's HURRY SUNDOWN. In this picture, both Jane Fonda and Michael Caine give Academy Award performances. When this picture is released early next year it will receive wide acclaim and do a tremendous business.

"Yesterday in New York I saw FUNERAL IN BERLIN, which was screened for the New York exhibitors who are really raving about it. In my opinion it has money written all over it....Once again, Michael Caine does another outstanding job.

"With OH DAD, POOR DAD getting tremendous acclaim wherever it is seen, and with our great new pictures -- ALFIE, IS PARIS BURNING? and ARRIVEDERCI, BABY! -- your company is off and running for the Fall and Spring, and there is a lot more to come.

"We are truly going into Paramount's greatest year since our Company has been in business."

The Basic "I.P.B.?" Cable

With Continental general manager Henri Michaud one of the signatories, the following is the foundation message sent to the four other division managers --- Russell W. Hadley, Jr., S.A. Henriksen, Robert L. Graham and Henry B. Gordon --- following the thunderous premiere in Paris on October 24th:

WORDS ALONE CANNOT EXPRESS THE EXCITEMENT PREVAILING AT THE BEAUTIFUL WORLD PREMIERE OF "IS PARIS BURNING?" NO DOUBT IT WILL BE OUR MOST IMPORTANT AND SUCCESSFUL FILM SINCE "THE TEN COMMANDMENTS". REACTION OF ALL ATTENDING, WHO REPRESENTED EVERY PART OF THE WORLD, INDICATES STRONG WORLDWIDE ENTHUSIASM.

PERKINS MICHAUD GOLDSTEIN

MARTIN DAVIS ELECTED EXECUTIVE VICE-PRESIDENT

OTHER TOP POSTS FILLED

Paramount Pictures Corporation has made a series of key executive appointments in connection with its operations in New York, Hollywood and London, it was announced November 10 following a meeting of the company's board of directors. The new assignments, involving major policy and production posts, are the first to be made since Paramount's recent merger with Gulf & Western Industries, Inc.

Martin Davis has been elected executive vice-president and a member of the executive committee of Paramount Pictures.

Bernard Donnerfeld and Robert Evans will share responsibility for the operation of the Company's Hollywood studio and world-wide production activities, with Evans as vice-president in charge of production activities and Donnerfeld as vice-president in charge of production administration and studio operations.

George H. (Bud) Ornstein has been elected vice-president in charge of European production, with headquarters in London. Associated with him in the supervision of Paramount's European production will be Michael Flint, who will be responsible for administration and business and legal affairs.

Arnold Burk has been elected an assistant vice-president and will continue to work closely with Donnerfeld in the administration



MARTIN S. DAVIS

of the Hollywood studio.

Richard Spence has been elected an assistant vice-president of Paramount and administrative assistant to Martin Davis in New York.

Before his election as executive vice-president, Davis had been a vice-president and assistant to Paramount President George Weltner. He is also a member of the company's board of directors.

Donnerfeld, who has held a number of important administrative and legal posts at Paramount since 1957, was previously associate head of the studio with Howard W. Koch, who earlier this week returned to independent production under the Paramount banner.

Evans was formerly Paramount's vice-president in charge of European production. Earlier, he was an independent producer at 20th Century-Fox.

For a number of years, Ornstein was in charge of production for United Artists in England and Europe. Most recently, he has been associated with Harry Saltzman and Albert Broccoli, producers of the "James Bond" films.

Flint comes to the Paramount organization from the London law firm of Denton, Hall & Burgin, where he handled legal affairs for many major film companies and leading independent producers.

Burk was previously executive in charge of business affairs for Paramount Studio in Hollywood. Prior to joining the company in 1964, he was executive assistant to Arthur B. Krim, president of United Artists.

Spence was formerly an assistant vice-president of Gulf & Western Industries, where he was also an executive assistant to Charles G. Bluhdorn, chairman of the board. Earlier, Spence was an assistant treasurer of the Chase Manhattan Bank.



DONNENFELD



EVANS



ORNSTEIN



At the Paris premiere, reading from the right: Charles G. Bluhdorn, George Weltner, Martin Davis and composer Maurice Jarre.

There is a fine, pervading spirit of endeavor and accomplishment to be found in both Gulf & Western Industries and its merged but self-operating subsidiary, Paramount Pictures Corporation. It is 'spirit' in its truest connotation.

The Spirit of Working Together

Paramount progressed through the years in a spirit of unceasing striving and service, which entered the organization at its inception and never left it.

Gulf & Western Industries, Inc., in a shorter span of years, has surged to towering heights inspired by both a spirit engendered by youth and an unquenchable desire to give the public the world's best.

The melding of these organizations means three notable things: greater and more far-reaching productivity, finer returns to stockholders, and enhanced stature for the men and women who make all of this possible.

In essence, Gulf & Western and Paramount are spurred by the same ideals, the same recognition of personnel contribution, the same high product standards, the same conception of just reward for services performed.

If there be marriages in industry - and why not? - then this is a true match! It is one in which the years will bring still greater maturity, still greater rewards, still greater stature in the international world of business to all participants.

It seems appropriate to repeat at this point the text of the joint statement issued following approval of the merger by Charles G. Bluhdorn, chairman of the board of Gulf & Western, and George Weltner, president of Paramount Pictures:

"We are deeply gratified that our stockholders have voted so overwhelmingly in favor of the merger. In every way the merger represents a significant step forward for both companies. It comes at a time when the leisure time field, we feel, is on the threshold of accelerated growth which will benefit both Gulf & Western and Paramount Pictures. For more than 50 years, Paramount has been a leader in the entertainment field. We believe that it will play an even more dominant and aggressive role as the nucleus of a leisure time division of Gulf & Western."

Paramount World

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ALBERT DEANE, Editor

The Gulf & Western Paramount Merger



TO PARAMOUNT PERSONNEL WORLD-WIDE

MERGER OF PARAMOUNT PICTURES WITH GULF & WESTERN INDUSTRIES OVERWHELMINGLY APPROVED BY STOCKHOLDERS OF BOTH COMPANIES TODAY AT SPECIAL MEETINGS. PARAMOUNT WILL NOW OPERATE AS SUBSIDIARY OF GULF & WESTERN, WITH ITS OWN IDENTITY AND MANAGEMENT. THIS IS SIGNIFICANT STEP FORWARD FOR BOTH COMPANIES, PROVIDING PARAMOUNT WITH BROAD BASE FOR EXPANSION AND STRENGTHENING OF ITS ACTIVITIES IN ALL AREAS OF THE ENTERTAINMENT FIELD. PLEASE ADVISE ALL EMPLOYEES OF THIS NEWS AND EXPRESS TO THEM OUR KEEN APPRECIATION OF THEIR CONSTANT EFFORTS TOWARDS BUILDING AN EVEN MORE DOMINANT POSITION FOR PARAMOUNT THROUGHOUT THE WORLD.

October 19th, 1966

Sincerely CHARLES G. BLUHDORN
GEORGE WELTNER

Paramount President listening to a statement by a stockholder during the meeting at the Americana Hotel, New York, on October 19th. Mr. Adolph Zukor, Mr. Edwin L. Weisl and Mr. Barney Balaban also display fullest attention.

Paramount's Weltner, Weisl Elected to G & W Board; New Corporate Film Subsidiary Formed

NEW YORK—George Weltner, Paramount Pictures president, and Edwin L. Weisl, a director and executive committee chairman of Paramount, were elected to the board of directors of Gulf & Western Industries at a meeting of the G & W board here Friday.

Their election was pursuant to the merger last week of Paramount into G & W, following approval by shareholders of both companies.

Also pursuant to the merger, a new Delaware corporation has been formed with the same name, Paramount Pictures Corp., and the same officers, to which the operations, related assets and liabilities acquired from the former Paramount company have been transferred. Although a subsidiary of G & W, the new Paramount company and its parent will each maintain separate identity with respect to management, conduct of business and customer relations.

At its meeting Friday, the G & W board of directors also declared a three per cent stock dividend, payable Dec. 15 to holders of record Nov. 18. Former Paramount shareholders will participate in the dividend.

—Motion Picture Daily, Oct. 20, 1966—

President Weltner's Letter

Of October 25th, 1966

To: Paramount Employees

We have sent you a copy of the telegram that went around the world on October 19th announcing the formal approval of the merger of Paramount Pictures with Gulf & Western Industries. This was meant merely to advise our people that the technicalities of this tremendous merger had been successfully concluded.

We want to take this further opportunity to apprise each of you individually of our hopes and aspirations for future growth and expansion in the field of entertainment. Last July 7th, we wrote to you concerning the great advantages of this amalgamation of two giant companies, and we feel that it is important at this time to repeat our reasons for feeling so optimistic about the future of Paramount.

Due principally to technological advances and social change, people everywhere in the world will have more and more leisure time at their disposal, affording us an unparalleled opportunity for future expansion. Under the corporate umbrella of Gulf & Western, we feel that Paramount will be able to take better advantage of this opportunity to build an even more dominant position within the entire entertainment complex.

Knowing as we do the fine dedication and loyalty of Paramount's people around the world, which have been the key factors in the continuing leadership of our company these many years, we can believe, with all certainty, that our prognostication will indeed become fact.

So that you can become acquainted with the widespread operation of Gulf & Western, I am taking the liberty of sending you a copy of Gulf & Western's 1966 Annual Report.

Sincerely (sgd.) George Weltner

PRESIDENT IS DECORATED

GEORGE WELTNER RECEIVES MEDAILLE DE VERMEIL OF THE CITY OF PARIS

On Monday, October 24th, just hours before the gala premiere of "Is Paris Burning?", Mr. George Weltner was presented with the Medaille de Vermeil of the City of Paris. The presentation was made by the President of the Paris City-Council, Mr. Paul Faber.

In his speech, Mr. Faber thanked Paramount, through its President, Mr. Weltner, for further strengthening the friendly bonds which exist between the United States of America and France. "The film," he added, "is the best form of communication between peoples, and we are grateful that such a film as 'Is Paris Burning?' has been made, thanks to Paramount. This film is an homage paid to Paris and its people who, with the help of the Allied armies, liberated our city from the occupation troops."



Paramount President George Weltner holds the Medal and Diploma presented to him by Paul Faber, President of the Paris City Council.



AT THE PRESENTATION (L to R). Mr. George Weltner, Mrs. Weltner (who also received a gift from the City of Paris), Messrs. J.E. Perkins, H. Michaud, H. Stramer, P.C. Gronich (European manager of the M.P.A.A.), P. Silvius, H. Klarsfeld, E. Maillot, Isy Pront, D. Goldman and Paul Faber (President of the Paris City-Council). With back to the camera, the interpreter.

INTERNATIONAL NOTABLES ATTENDING THE PREMIERE



Charles G. Bluhdorn, Chairman of the Board of Gulf & Western Industries and a Director of Paramount Pictures Corporation, arriving with Mrs. Bluhdorn.



Internationally renowned artist Salvador Dali and Mrs. Dali arriving.



The United States Ambassador to France, the Hon. Charles E. Bohlen, and Mrs. Bohlen arrive at the Palais de Chaillot.



Robert Evans, vice president of Paramount's European production unit, escorted Leslie Caron, one of the film's co-stars, to the premiere.



At the gala supper following the premiere, Paramount Pictures vice-president Martin Davis and co-star Leslie Caron are shown at right. At left, Charles G. Bluhdorn, chairman of the board of Gulf & Western Industries and a director of Paramount Pictures Corporation, converses with Mme. Chaban-Delmas, wife of the President of the French National Assembly.



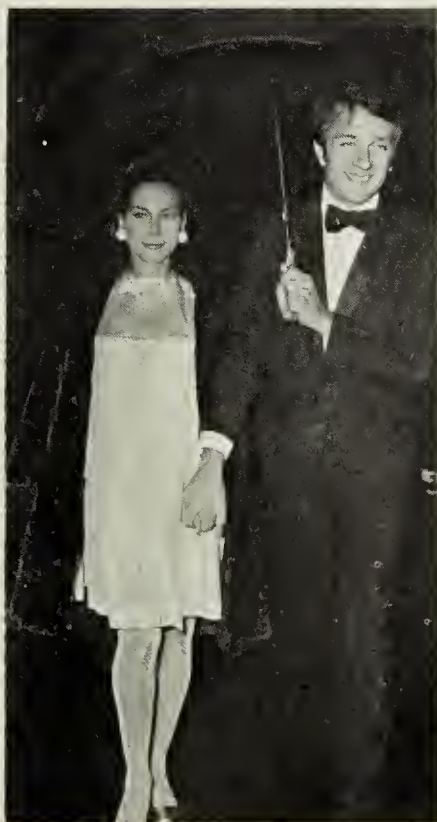
Director of the picture, René Clément and Mrs. Clément arriving for the premiere.



Paramount Continental general manager Henri Michaud, left, speaking with Mme. Servan Schreiber. At right, Mrs. Milton Goldstein, speaking with Mr. Didier Fouret, general manager of the publishing house of Hachette.



Mr. and Mrs. Maurice Jarre arriving at the Palais de Chaillot. Mr. Jarre is the Academy Award-winning composer of the film's musical score. Mrs. Jarre is French film star Dany Saval (who co-starred in the Hal Wallis Paramount production of "Boeing Boeing").



LEFT

M. et Mme. Jean-Pierre Casse, arriving for the premiere. He is one of the co-stars of "Is Paris Burning?"

#####

RIGHT

Co-authors of the world famous book on which the production is based - Dominique Lapierre (left) and Larry Collins.





M. Jacques Chabas-Delmas, President of the National Assembly, arriving with Mme. Chaban-Delmas and passing through an Honor Guard of Veterans of the Resistance.



AT THE PALAIS DE CHAILLOT SUPPER PARTY....
(l. to r.) Madame René Clément, John H. Duncan (President of Gulf & Western Industries), Mrs. Martin S. Davis, M. Jacques Chaban-Delmas, President of the National Assembly; Mrs. Charles G. Bluhdorn, M. René Clément. At right rear, facing camera, Joseph Friedman, Paramount vice-president.

Paramount and Gulf & Western Personalities at the Palais de Chaillot

PARAMOUNT, NEW YORK

Mr. and Mrs. George Weltner
Mr. and Mrs. James E. Perkins
Mr. and Mrs. Martin S. Davis
Mr. and Mrs. Joseph Friedman
Mr. and Mrs. Milton Goldstein
Mr. Guenter Schack
Mr. Hy Hollinger

GULF & WESTERN INDUSTRIES

Mr. and Mrs. Charles G. Bluhdorn
Mr. and Mrs. John H. Duncan
Mr. and Mrs. Derald H. Ruttenberg
Mr. and Mrs. David N. Judelson

CONTINENTAL EUROPE AND U.K.

Mr. and Mrs. Henri Michaud
Mr. and Mrs. Hugo Stramer
Mr. and Mrs. Henri Klarsfeld
Mr. and Mrs. John Nelson-Sullivan
Mr. Gerry Lewis (London)
Mr. Leslie Pound (London)
Mr. Jaime Arias (Barcelona)
Mr. Mario Natale (Rome)
Mr. Jan van Leeuwen (Amsterdam)

Liste des personnalités qui assisteront au gala de "PARIS BRULE-T-IL?"

Les Officiels

M. le Grand Chancelier de l'Ordre de la Libération HETTER de DOISLAMBERT

Général Guy de BOISSOUUDY

Les Ministres

M. Alexandre SANGUINETTI
M. François MISSOFFE
M. Alain PEYREFITTE
M. Robert EOULIN
M. HABIB DELONCLE
M. Roland NUNGESSER

M. le Secrétaire Général à la Présidence
M. Jacques FOCCART

Les Ambassadeurs

S.E. M. et Mme Charles BOHLEN
S.E. M. et Mme Walter EYTAN
S.E. M. et Mme SOHLMAN
S.E. M. et Mme CORTINA

Les héros de la Libération

M. le Président Jacques CHABAN-DELMAS
M. Alexandre PARODI
Le Commandant KARCHER
Le Commandant GALLOIS
M. Yves MORANDAT
Colonel ROL TANGUY
M. DROMNE
M. Edgar PISANI

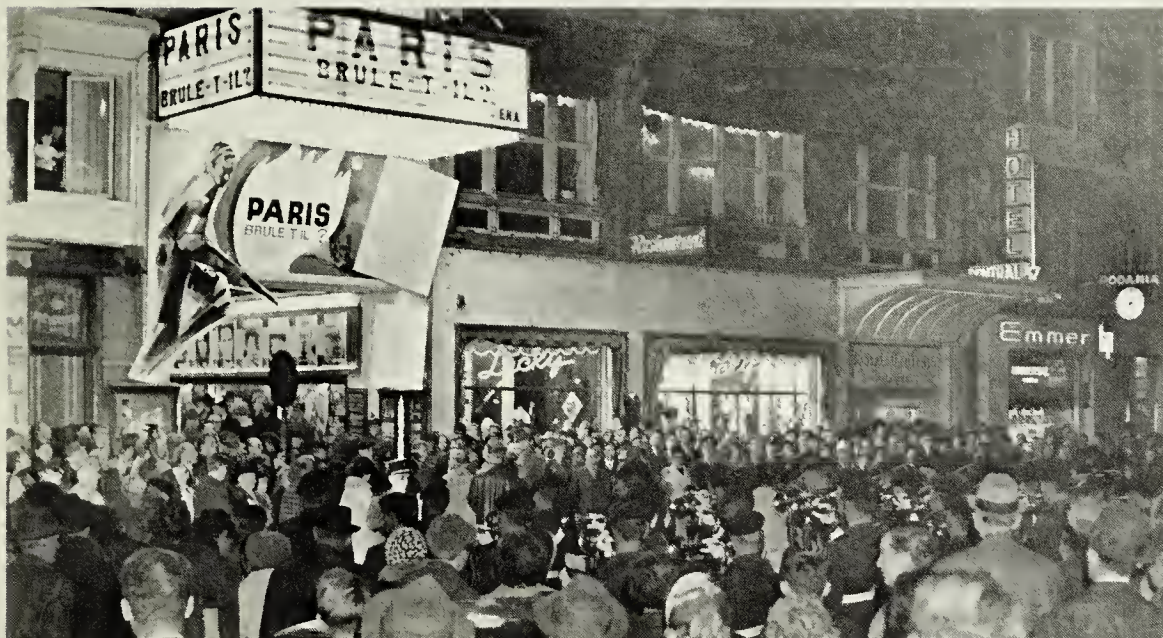
Les vedettes et les personnalités.

M. Salvador DALI
Miss Shirley MAC LAINE
Duc et Duchesse de BEDFORD
Prince de BOURBON PARME
Pcesse Maria Pia de YUGOSLAVIE
M. le Préfet de Police Maurice PAPON
Mlle Mireille MATHIEU
M. Yves MONTAND
Le Comte Jean de BEAUMONT
Princesse Charles d'ARENBERG
Baron Guy de ROTHSCHILD
Baron Alain de ROTHSCHILD
M. et Mme MAURICE BOKANOWSKI
M. et Mme MICHAUD-PELISSIER
Mme Hélène ROCHAS
Mme Paul DERVÁL
M. maurice JARRE
M. Jacques de LACRETELLE
Princesse PALAVICINI
M. André DUBONNET
Comte et Comtesse de ROHAN CHABOT
Général et Mme de GUILLEBON
L'Amiral et Mme CABANIER
M. Alec WEISWEILLER
Mlle REGINE
M. Jean CASTEL
Prince RUSPOLI
Mme Suzy VOLTERRA
M. Bruno CREMER
M. Michel PICCOLI

The Mighty "Nevada Smith"

We should not allow the electrifying majesty of "Is Paris Burning?" to dim the parade of records being set up by "Nevada Smith" in every part of the world where this great attraction has opened. Spread throughout this issue are mentions of this wonderful revenue-producing film, and the evidence is definite that this record-breaking performance will continue on and on.

OTHER EUROPEAN PREMIERES



Amsterdam Cable

HUTNER PARINTFILM NEWYORK

LAST NIGHT'S GALA PREMIERE BURNING IN AMSTERDAM'S FAMOUS TUSCHINSKI THEATRE WAS GRACED BY PRESENCE OF QUEEN JULIANA AND HER HUSBAND PRINCE BERNHARD. BAND OF ROYAL DUTCH NAVY PLAYED STIRRING FRENCH MARCHES ON STAGE PRIOR TO QUEEN'S ARRIVAL. NAVY ALSO FORMED GUARD OF HONOUR. LESLIE CARON'S STUNNING YVES ST. LAURENT "GOWN OF MIRRORS" CAUSED SENSATION. AUDIENCE DEEPLY MOVED AS DRAMA OF OCCUPATION AND LIBERATION UNFOLDED SEEING IN IT PARALLELS OF THEIR OWN PLIGHT AND THE HEROISM OF THEIR RESISTANCE MOVEMENT. CARON FRIEDMAN AND STRAMER PRESENTED TO QUEEN AND PRINCE DURING INTERMISSION. ROYAL COUPLE ASKED MANY QUESTIONS ABOUT PRODUCTION OF PICTURE. PRESENT ALSO WERE FRENCH AMBASSADOR TO NETHERLANDS, LORD MAYOR OF AMSTERDAM, HEADS OF WAR-TIME DUTCH UNDERGROUND MOVEMENT, PRINCIPALS OF INSTITUT FRANCAIS. SIMULTANEOUSLY WITH GALA IN AMSTERDAM THERE WERE PACKED HOUSES IN ROTTERDAM, THE HAGUE, UTRECHT AND NIMEGEN. THIS MORNING THE BIGGEST DUTCH DAILY, DE TELEGRAAF, HAS BANNER HEADLINE "THE BIG THREE OF THE WEEK - GERT FROEBE THE WINNER" OTHER TWO REFER TO OLIVIER IN "OTHELLO" AND HUSTON IN "THE BIBLE" BOTH OF WHICH JUST OPENED IN AMSTERDAM

NELSON-SULLIVAN

COLOGNE -Front of Theater at Rudolfplatz and the lobby of the theatre during engagement of "Is Paris Burning?"

BRUSSELS - The dense phalanx of the city's populace during the performance of the military band of the 43rd French Army Battalion of Lille. The occasion: the big and impressive premiere of "Is Paris Burning?" at the Ambassador Theatre.

In connection with the premiere in Brussels, Paramount manager Paul Delvigne reports that eminent TV commentators R. Lomme and Selim Sasson spoke of the film several times in their programmes, and that Mr. Sasson showed the special "I.P. B.?" trailer for what was probably the first time that a commercial film trailer of this kind was shown.



AMSTERDAM - Her Majesty Queen Juliana of the Netherlands and Prince Bernhard attended the premiere of "Is Paris Burning?" at the Tuschinski Theatre. Leslie Caron, co-star of the film, is shown being received by Her Majesty.



Joseph Friedman, Paramount vice-president, also was presented to Her Majesty.



ZURICH - Colorful entrance to the Rex Theatre, where "Is Paris Burning?" has proven to be a most massive success, the impact of which has been felt throughout Switzerland.

MORE EUROPEAN

P R E M I E R E S



AMSTERDAM - Leslie Caron appears most happy to meet the Netherlands press in advance of the premiere of "Is Paris Burning?" at the Tuschinski Theatre. Seated with her is Jan Van Leenwen, director of publicity for the Tuschinski Circuit.



Page 40 carries a complete spread of all of the Paris cinemas presenting "Is Paris Burning?"

This is one of the greatest mass presentations of a single film in motion picture history.



All over Paris, the advertising kiosks were dominated by "Paris Brûle-t-il?"

For the first time, permission was given to use these famous Paris 'landmarks' for a film. Normally, they are restricted to flesh-and-blood entertainment -- opera, ballet, music, etc.

AMSTERDAM - Leslie Caron at the Tuschinski Theatre premiere of "Is Paris Burning?" escorted by Max Gerschtanowitz, member of the board of directors of the Tuschinski Circuit and head of Netherland Film (Paramount distributors in Holland).

Miss Caron is wearing the fabulous "Gown of Mirrors," created for her by Yves St. Laurent.

London's Premiere

LONDON - "Is Paris Burning?" will have a gala premiere at the Plaza here on December 7th for the benefit of the Newspaper Press Fund.

The important affair, organized under the chairmanship of this year's Press Fund Festival president, The Hon. Vere Harmsworth, Vice-Chairman of Associated Newspapers, will be held in the presence of His Excellency M. Geoffroy Courcel, the French Ambassador in Britain, who entered Paris in 1944 with Gen. DeGaulle, following the historic liberation.

After its premiere at the Plaza, the Paramount-Seven Arts-Ray Stark presentation will open at London's Odeon Haymarket.



BERLIN - Joseph Friedman, Paramount vice-president in charge of advertising and public relations (at left), welcomes actress Eva Renzi and actor Paul Hubschmid to the German gala premiere of "Is Paris Burning?" at the Delphi Theatre.

(Miss Renzi and Mr. Hubschmid are co-stars with Michael Caine in Paramount's "Funeral In Berlin").

Paramount International's director of advertising and publicity, Guenter Schack, is at right.



BRUSSELS - Leslie Caron and Mr. and Mrs. René Clément arriving at the Midi Station for the Belgian premiere of "Is Paris Burning?" Second from the right is Paramount manager Paul Delvigne. In centre, the noted Belgian film editor, Joe Van Cottom.

Mr. Van Cottom, managing editor of Cine Revue and one of the world's top film journalists, contributed enormously to the success of the Brussels premiere of "Is Paris Burning?"



Yves Montand, after singing to all of Paris from atop the Eiffel Tower, escorted Candice Bergen to the premiere.

PRESS PLANS PRIOR TO THE PREMIERE

Mid-week prior to the gala Paris premiere, Guenter Schack cabled public relations executive Mike Hutner in New York a partial outline of the massive coverage plans. The cable follows:

WORLDWIDE PRESS COVERAGE OF "IS PARIS BURNING?" WORLD PREMIERE HAS BEEN ASCERTAINED AND SHAPES UP TO BE MOST SATURATING OF ANY FILM OPENING IN MOTION PICTURE HISTORY. HERE ARE DETAILS:

REPRESENTATIVES OF ALL COMMUNICATIONS MEDIA SUCH AS DAILIES, WEEKLIES, CONSUMER AND OPINION MAGAZINES, LEADING PERIODICALS, TELEVISION AND RADIO JOIN WITH THE TOP COLUMNISTS OF A TOTAL OF 20 COUNTRIES AS SPECIAL GUESTS OF PARAMOUNT PICTURES.

NEWS AGENCIES AND WIRE SERVICES COVERING EVENTS DIRECT INCLUDE AP, UPI INTERNATIONAL, HEARST, NANA, NEA AND SCRIPPS HOWARD OF U.S.A., REUTERS OF ENGLAND, AFP OF FRANCE, ANSA OF ITALY, DPA OF GERMANY, AGENCE BELGA OF BELGIUM, KYODO OF JAPAN, AND NATIONAL NEWS SYNDICATES OF SPAIN, SWITZERLAND, HOLLAND, SWEDEN, FINLAND, NORWAY, DENMARK, PORTUGAL, AUSTRIA, GREECE, SOUTH AFRICA, ISRAEL, AUSTRALIA, NEW ZEALAND.

TELEVISION CREWS OF ORTF FRANCE, BBC LONDON, RAI OF ITALY, ARD OF GERMANY, AND THE NATIONAL TV OF SPAIN, HOLLAND, BELGIUM WILL ASCERTAIN EUROPEWIDE COVERAGE. REPRESENTING U.S. DOMESTIC AND CANADIAN NETWORKS ARE NBC, CBS AND CBC...ADD HERE THE SPECIAL FILMING FOR ED SULLIVAN, MIKE DOUGLAS, ETC SHOWS...NOTE: ARE WORKING ON EUROVISION SPOT COVERAGE DESTINED FOR EVENING NEWS PROGRAMS IN AT LEAST SIX COUNTRIES---THE FRENCH NATIONAL RADIO NETWORK WILL DEDICATE SIX HOURS OF PRIME NETWORK TIME TO REPORTAGE OF MONDAY'S PREMIERE EVENTS WHICH BY FAR THE MOST EXTENSIVE EVER. OTHER RADIO NETWORKS COVERING LIVE OR TAPED INCLUDE STATION EUROPE NUMBER 11 AND RADIO-LUXEMBOURG WHICH BLANKETS FRANCE, GERMANY AND BENELUX, ALSO THE COLOGNE, BERLIN AND BREMEN STATIONS OF THE GERMAN NATIONAL NETWORK, AND RADIO CORRESPONDENTS OF BBC LONDON AND THOSE REPORTING FROM BELGIUM, SPAIN, SWITZERLAND AND CANADA WILL FILE ON-SPOT REPORTS.

PARIS-MATCH SCHEDULED TO DEDICATE SPECIAL SUPPLEMENT OF 16 COLOUR PAGES TO FILM AND PREMIERE. THIS HIGHLY REGARDED SUPPLEMENT IS CALLED "MATCH UNIVERS" AND IS RESERVED FOR MOST IMPORTANT EVENTS AND FEATURES OF INTERNATIONAL SIGNIFICANCE. ALSO INCLUDED



MIREILLE MATHIEU, new singing sensation of France, whose glorious young voice helped swell the fountain of music which ushered in "Is Paris Burning?" on the evening of October 24th.

Mlle. Mathieu is described as the successor to the late Edith Piaf. She already has recorded two specially-written songs based on Maurice Jarre's musical score for the big Paramount picture. They are "Paris En Colore" and "Soldats Sans Armes."

IS LIFE MAGAZINE PLAN OF WHICH YOU HAVE DETAILS.

PRESS COVERAGE OF FRANCE SO TREMENDOUS THAT THE INFLUENTIAL DAILY LE MONDE DEDICATED A COLUMN TO SAME.

SITUATION IN GERMANY, BELGIUM, HOLLAND, SWITZERLAND, SWEDEN LIKEWISE....COULD GO ON AND ON BUT TRUST THESE DETAILS SUFFICIENT FOR NEWS RELEASE WORLDWIDE.

- SCHACK

Vital Contributors to a Gigantic Success

It is manifestly impossible to name all of those Continental Paramounteers and associates whose tireless and undeviating efforts contributed to the glorious success of launching "Is Paris Burning?" But here are some whose names must be inscribed in this issue of Paramount World:

HENRI MICHAUD, whose unflagging enthusiasm for more than two years inspired every individual member of the Continental Division.

HENRI KLARSFELD - here, too was enthusiasm and dedicated effort on a scale virtually defying description.

GUENTER SCHACK, who spent many weeks away from his Head Office desk in New York, and spent them tirelessly in Paris and other capitals organizing the many-faceted premiere campaign.

JOSEPH FRIEDMAN, also a trans-Atlantic commuter, whose imprimitur on all of the plans was true 22-carat gold.

JOHN NELSON-SULLIVAN, and all of the dedicated members of his department.

ODETTE FERRY and all of her wonderful co-workers.

And....ALAIN DUCHEMIN and the "Groupe de Paris" in association with GEORGES CRAVENNE.

HIGHSPOTS OF THE FRENCH CRITIQUES

(France Soir) - "The overriding quality of this great work is its truth. The film is as authentic and faithful as a newsreel. A fusion of rare talent. Should have the immense success which it deserves."

(Combat) - Two full pages of a wonderful review.

(Aurore) - "The story is true and the people in it of real flesh and blood. Is it a good film? Yes! It is right that today's generation should know about this liberation. Clement's film has moments of great thrill."

(Le Figaro) - "Nothing should deter you from going to see this picture...."

(L'Express) - "We welcome this film with respect and gratitude. The seriousness of the book and the passion, honesty, force and verve of its makers demand admiration. Particularly in the mosaic and the vignettes Clement has left his mark. All here is true!"

(Le Monde) - "Even better than we had expected."

(Tele Sept Jours) - "Clement proves again his mastery. He has succeeded in recreating twenty years later a living document..Film will become an immense success, which it deserves."

BEHIND-THE-SCENES STALWARTS WHO CONTRIBUTED MIGHTILY



Paul Graetz

.....the producer of "Is Paris Burning?", whose internationally lamented death almost coincidentally with the completion of filming, shocked and saddened a world-wide legion of friends.

Paul Graetz, a wonderful Frenchman, a man who had spent his entire life in the film industry, had been heart and soul with the project of filming "Is Paris Burning?" from the moment that the book appeared. He it was who, through his great deeds in France's behalf, helped bring about the unprecedented cooperation of the authorities which culminated in the realistic shooting of the film in the actual wartime locations.

So it is right and fitting that wherever in the world "Is Paris Burning?" is a great success, a massive share of its credit belongs to the late, great Paul Graetz.

G. W. In a minimum of words on a very vital matter of credit, there should be set on the record the massive support lent "Is Paris Burning?" by President George Weltner in the beginning stages of production, particularly in very early 1965, when there many doubters and faint-hearts.

Were it not for the vision, courage and determination of Mr. Weltner, "Is Paris Burning?" might never have reached the screens of the world.

All of which should spur our deep resolve to make it the greatest success possible.

As in all great and noble projects, there were those who, in the vast complex of transforming "Is Paris Burning?" into an enormous success potential, made contributions of toil, sweat and time far beyond the call of duty. We have not been able to track all of them down, but here are some whose contributions we are most happy to add to the record:

At the outset of production, when the French authorities and the officials of the City of Paris extended their history-making cooperation for filming in the streets and public places, the two assistant directors, Michael Wynne and Yves Boisset, made towering contributions to the film's realism. They had the terrific task of organising all of the extras in the streets, the squares and the railroad stations. It was a gigantic task and it was their tireless, and timeless, work which made these important sequences so valuable. Wynne even contributed additionally by playing one of the roles himself.

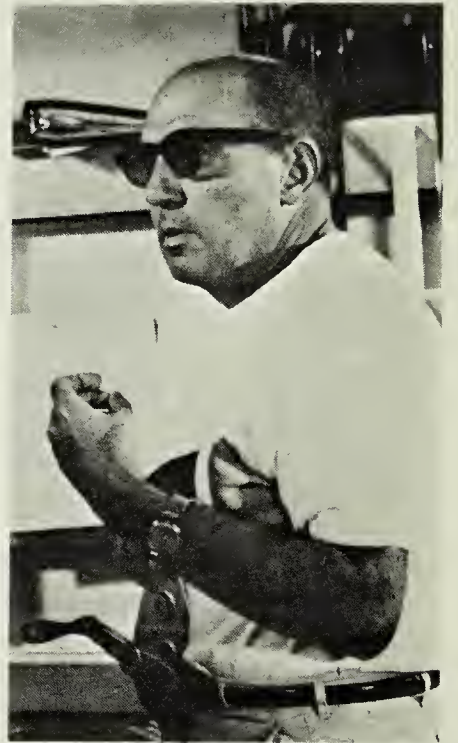
A man to whom the term 'Miracle worker' was applied by our informant, was Louis Wipf, the French production manager, who performed absolute miracles in working out all of the complicated logistics of the picture, included in which was of course the organisation of the shooting in the streets.

A truly massive contributor to the success of "Is Paris Burning?" was Luigi Luraschi, who took over what was virtually the post of Associate Producer following the death of Producer Paul Graetz. Prior to this unhappy event,

Mr. Luraschi had worked with Mr. Graetz on many of the international problems the picture contained, and following the producer's passing, he followed through and completed the picture as an associate producer would. At the actual completion, he was in receipt of deep and sincere praise from Director René Clément and Music Composer Maurice Jarre, both of whom said that the picture would have lacked some of its greatness had it not been for Luigi Luraschi's wonderful know-how and tact.

A gracious lady who contributed more to the greatness of "Is Paris Burning?" than the world will ever know about, is Madame René Clément, very knowledgeable wife of the director of the masterful film.

PARIS - A noted visitor to the set of "Is Paris Burning?" during early filming was The Duke of Windsor, shown here with Leslie Caron and Orson Welles.



Bob Lawrence

A contributor of truly massive proportions to the success of "Is Paris Burning?" was chief cutter Bob Lawrence.

Transplanted temporarily from his native Hollywood where he has long ranked in the top echelon of his profession, Bob faced not only the normal task of cutting the ace picture of the decade, but also the multi-lingual versions in which French and German were spoken in addition to English.

There was also the massive musical problem during the scoring, at which time Bob was an almost daily commuter between Paris and London, since the scoring was done in the British capital.



Luigi Luraschi (r) with Music Composer Maurice Jarre

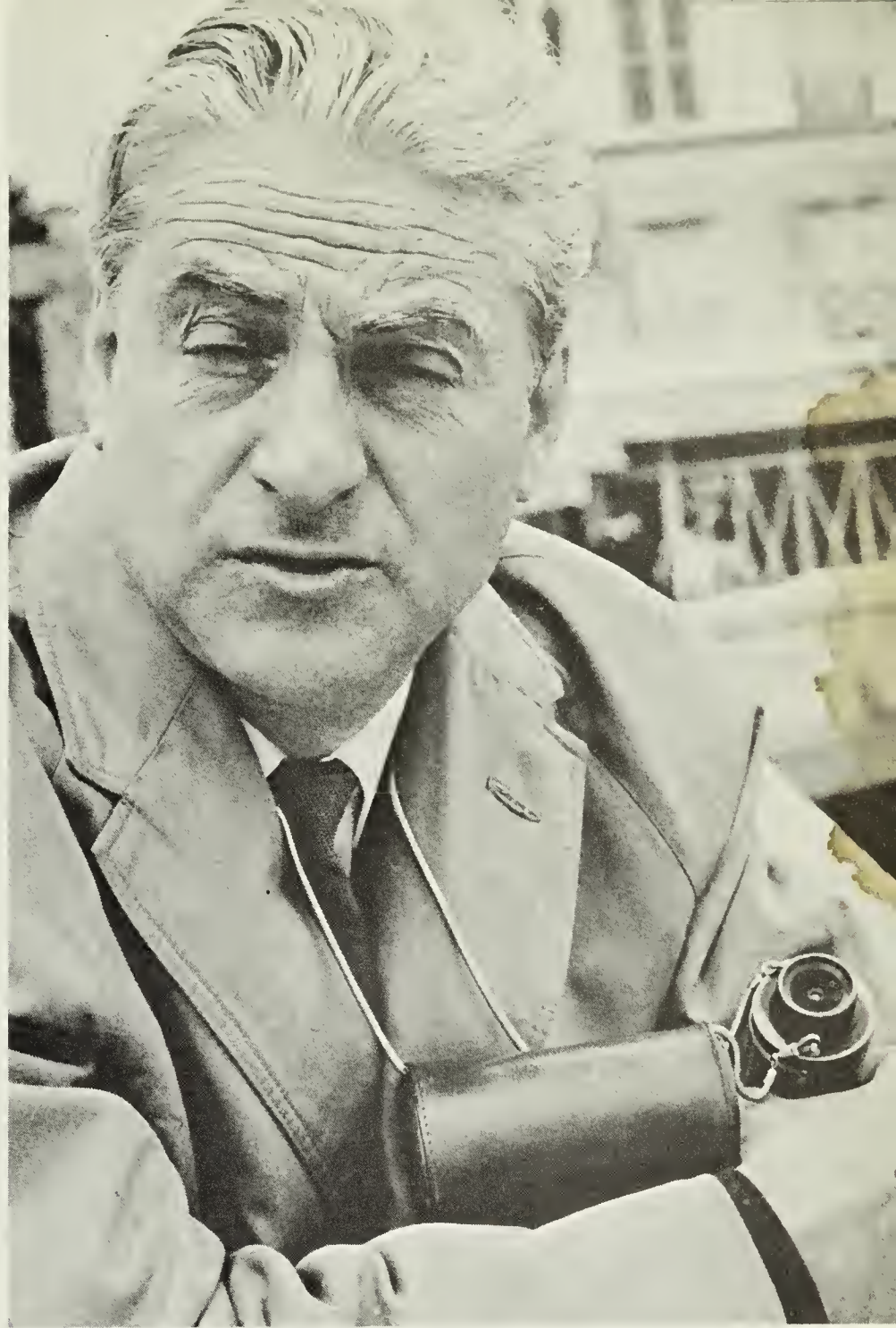


The Director of
"Is Paris Burning?"

Here's the Man Who Did It!

Few men indeed can make the contribution to posterity that Frenchman René Clément has made with "Is Paris Burning?"

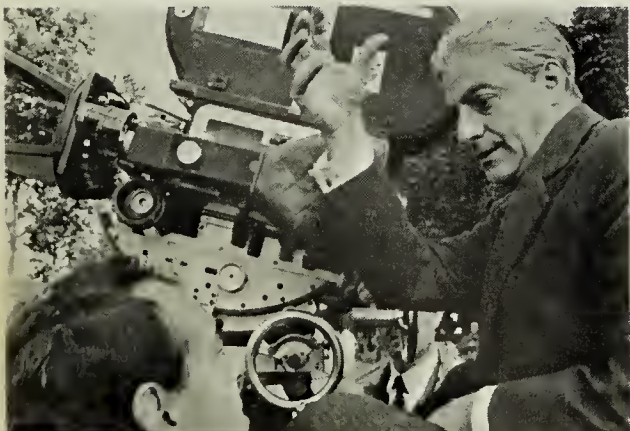
Dedicated to this property from the very first moment, his direction of this enduring film enshrines his name forever not only in the golden pages of France's history, but in the annals of the world.



RENÉ CLÉMENT



Instructing a cameraman on the effect he was striving for.



Briefing Tony Perkins on how to become a casualty.



Telling Alain Delon(r) and Jean-Paul Belmondo what he wants.



EUROPEAN PROMOTION FOR "IS PARIS BURNING?"



AMSTERDAM - This significant display (brilliantly lighted at night) in the Singel Flower Quay in the centre of the city, eloquently linked Amsterdam's premiere of "Is Paris Burning?" three days after the Paris world premiere.



COPENHAGEN - At left is Mr. Korch, Danish publisher of "Is Paris Burning?", indicating to co-author Dominique Lapiere some of the important publicity being given the work in the heart of this colorful city. At right is Paramount's manager for Denmark, Michael Barking.

AT RIGHT, one of Amsterdam's 28 wonderful window displays for "Is Paris Burning?"



STOCKHOLM - Signing a contract for "Is Paris Burning?" is Mr. Lennart Frankzén of Svensk Film (seated). Standing are Hugo Stramer, European sales manager, and Paul Flodin, Sweden's general manager. Back to the camera at left is Jan Persson, Swedish sales manager.



BRUSSELS - The background in this glimpse of the gala festivities attending the premiere of "Is Paris Burning?" is the Ambassador Theatre's massive poster display for the event at Place Rogier in the centre of the city. Performing, is the band of the 43rd French Army Battalion of Lille, playing French marches.



SEVERAL EUROPEAN premieres followed closely on the Paris one. We present on this page some of the advance planning for these premieres.

BELOW

STOCKHOLM - Prince Bertil (who is Sweden's regent when the King is away) at the champagne party with Mrs. Kenne Fant, wife of the managing director of Svensk Film. Party was one phase of the gay ceremonies attending the premiere of "Is Paris Burning?" at the Palladium Theatre. Paramount general manager Paul Flodin reports that this was the first time in history that permission was given by the authorities for champagne to be served at a film premiere.



BELOW

ZURICH - Group conferring on plans for the Swiss premiere of "Is Paris Burning?" at the Rex Theatre. In the centre is the French Consul General. At right is Dr. Egger, Counsellor to the Cantonal Government of Zurich. At left is Peter Felix, publicity director of Starfilm, the company distributing the big film in Switzerland.



GLITTERING NEW YORK PREMIERE TOLD IN PICTURES



New York City's Mayor John Lindsay and Mrs. Lindsay arrive.



Paramount Treasurer James H. Richardson and Mrs. Richardson, at left, and Paramount International president James E. Perkins and Mrs. Perkins.



From left: Joseph Friedman, Charles Boasberg and Phil Isaacs.



From left: Martin S. Davis, Mr. and Mrs. Charles G. Bluhdorn, Leslie Caron and Mrs. Martin S. Davis.

Exterior of the Criterion Theatre as the premiere showing of "Is Paris Burning?" was about to begin.

Much additional evidence of the superb coverage of this premiere and the first public showing the following evening by Ed Sullivan and Bob Sullivan, will be found on Pages 16, 18 and also in various other parts of the issue.



Leslie Caron, escorted by public relations executive Meyer Hutner, enters the Criterion past a battery of press cameras.

LEFT

Charles G. Bluhdorn, chairman of the board of Gulf & Western Industries, introduces René Clément, director of the giant film, to Edwin L. Weisl, chairman of the executive committee of Paramount. In foreground, Mrs. Clément.



Continued next page

NEW YORK'S GLITTERING PREMIERE



Barney Balaban, chairman of the board of Paramount, and Mrs. Balaban were among the attendees.



The film industry's most honored Senior Citizen was certainly not going to miss this great premiere. So Adolph Zukor was right on hand, accompanied by his daughter, Mrs. Mildred Loew.



Paul E. Manheim, member of the Paramount board of directors, with Mrs. Manheim.



Mr. and Mrs. James E. Perkins, Mr. and Mrs. James H. Richardson and Mr. and Mrs. Leonard Kaufman at the supper party following the premiere.



Among the many prominent members of the theatrical stage who attended were Fredric March and his wife, Florence Eldredge.



The authors of "Is Paris Burning?" and their wives were proud and happy to be at the Criterion premiere. From left: Mr. and Mrs. Dominique Lapierre, Mr. and Mrs. Larry Collins.

"IS PARIS BURNING?" HAS THE BACKING OF THE AMERICAN LEGION

The national (U.S.) release of "Is Paris Burning?" this Fall is being backed with the official cooperation of The American Legion.

In a letter to Legion commanders throughout America, James F.O'Neil, publisher of The American Legion Magazine, is calling attention to the motion picture suggesting that all individual Legion posts throughout the country provide full cooperation for all local premieres of the roadshow presentation.

Further, The American Legion News Service is disseminating the story of the release of the film stating, "This picture is of special interest to everyone, but especially veterans of World War II, and will have unusual significance to those who served with the Fourth Infantry Division since they were the first American soldiers to enter Paris upon its liberation."

BELOW

Tony Perkins, co-star of the film, and friend at the premiere.



(More intimate photos by Ed and Bob Sullivan on Page 18).

HOLLYWOOD HAILS "IS PARIS BURNING?"



Debbie Reynolds, chairman of the board of the Thaliens (sponsors of the premiere) is flanked by Mr. and Mrs. Glenn Ford, directors of the organization. Mr. Ford was one of the film's co-stars.

LEFT Exterior of the Warner Hollywood the night of the premiere.



IMPORTANT ATTENDEES

Bernard Donnenfeld, Paramount vice-president in charge of production administration and studio

operations; Debbie Reynolds and Donald O'Connor (president of The Thaliens) with m/c Army Archerd; Robert Mitchum and Mr. and Mrs. Andy Williams.



Studio players, attired as Parisian characters, served as ushers for the premiere.



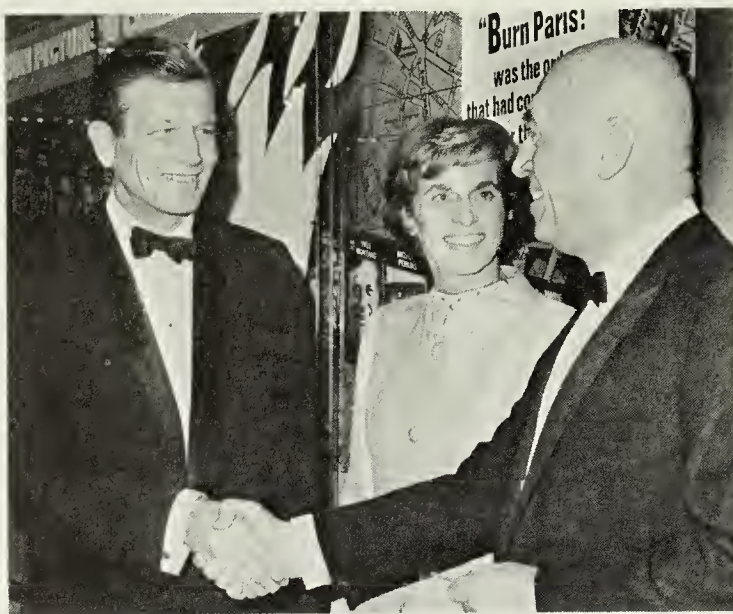
AT RIGHT: French Consul General Gerard Peres, wife and daughter. ABOVE: Mr. and Mrs. Howard W. Koch. AT LEFT: A hearty Gabor smile for the crowd from the one and only Zsa-Zsa Gabor.



SEEING "PARIS BURNING?" IN NEW YORK



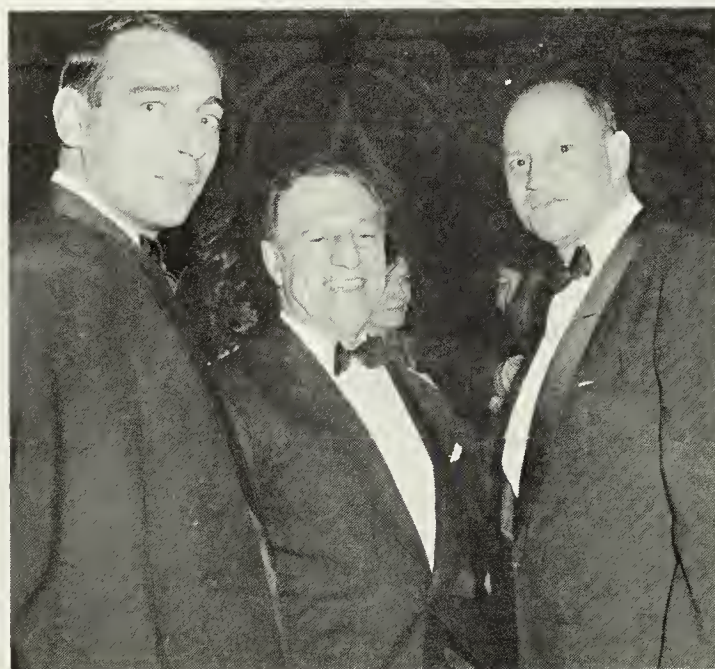
Eliot Hyman, president of Seven Arts Productions arrives at the premiere with Mrs. Hyman.



New York Mayor John Lindsay and Mrs. Lindsay greet producer-director Otto Preminger and probably express the hope they'll see him producing a film in New York soon.



John H. Palmer, New York City's official welcomer, with Mrs. Palmer.



Production executives Norman Flicker and Luigi Luraschi (left and centre) with Paramount's legal head Leonard Kaufman.

Golden Nuggets From Trade Paper Reviews

"This is an exciting special, in company with the best of the World War II epics," said The Film Daily's Gene Arneel; "It looms large in terms of Boxoffice."

Motion Picture Daily's Richard Gertner began his report of praise by saying: "That old axiom about truth being stranger than fiction -- and sometimes making a more fascinating and exciting tale -- is proved anew by the big-scale Paramount-Seven Arts film 'Is Paris Burning?'" And he goes on to call the picture "A thriller, in fact, par excellence." Midway in his report he injects this highly important note: "Top business can be anticipated by exhibitors from the first roadshow engagements in the big cities to the last subsequent runs everywhere in years ahead..."



Paramount International sales manager Milton Goldstein (right) with Mrs. Goldstein and General Sales Manager Charles Boasberg at the post-premiere supper party.



Gulf & Western vice-president and secretary Joel Dolkart and wife, left, with G&W senior vice-president - investments - Roy Abbot, Jr., and wife.

CONSOLIDATED T.V. COVERAGE OF N.Y.-HOLLYWOOD PREMIERES

The sparkling Alliance Francaise gala premiere of "Is Paris Burning?" at New York's Criterion Theatre on November 9th, and the glittering premiere of the mighty film at the Thaliens-sponsored premiere at the Warner Hollywood Theatre the same evening, were consolidated into an hour-long TV programme which was telecast on a national TV network the evening of November 16th.

This was indeed a star-spangled show, since the TV cameras both East and West secured interviews with, and shots of, the greatest galaxy of film stars ever to appear in a show of this kind.

And the show itself focussed the power and the glory of "Is Paris Burning?" on the eyes and the hearts of tens of millions of viewers.

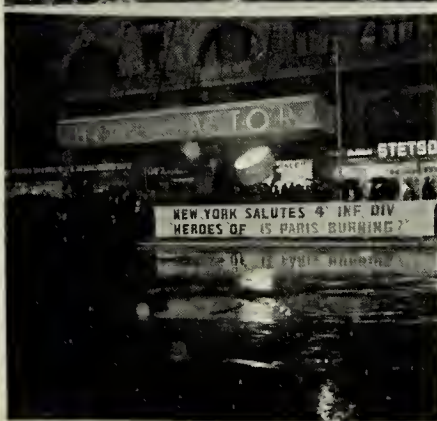
The December issue of Paramount World will be just as concerned with the U.S.-Canada success of "Is Paris Burning?" as this November issue has been with the International success.



Among the many items in the voluminous portfolio of information and instructions supplied to the visiting members of the press from all over the world, was this specially prepared map of Paris showing the historic buildings and landmarks which would have been immediately destroyed should General Von Choltitz, in August of 1944, obeyed Adolf Hitler's monstrous order to "Burn Paris!" It is interesting to note that the building marked at the extreme left is the Palais De Chaillot, in which "Is Paris Burning?" was world premiered in October of 1966.

All of these buildings were illuminated in red during the presentation of the picture, with the color changing to brilliant white as the picture ended, and the church bells of Paris began their 'victory' peals.

PHILADELPHIA - Truly wonderful support from Air France was this great window display in their main office here. The show was great also for the Goldman Theatre's engagement of "Is Paris Burning?"



'Temporary' Dirty Work

The "dirtying-up" of newly-cleaned Paris was one of the many unusual assignments facing director Rene Clement during the filming of "Is Paris Burning?"

A task force under the direction of Clement had to re-blacken the most famous Parisian landmarks to look as they did in 1944. The monuments had just been whitened in a city-wide clean-up drive, but the film crew used washable paint so that at the end of filming, the landmarks showed no trace of the "dirty work".

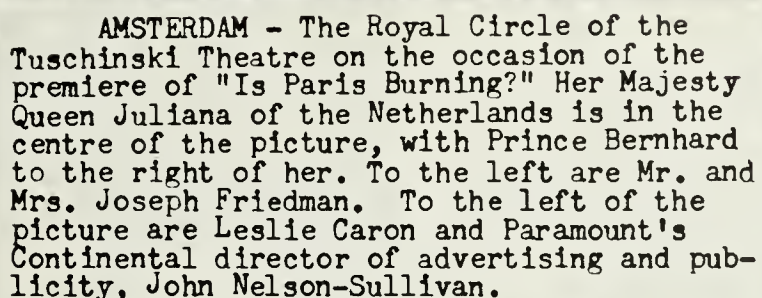
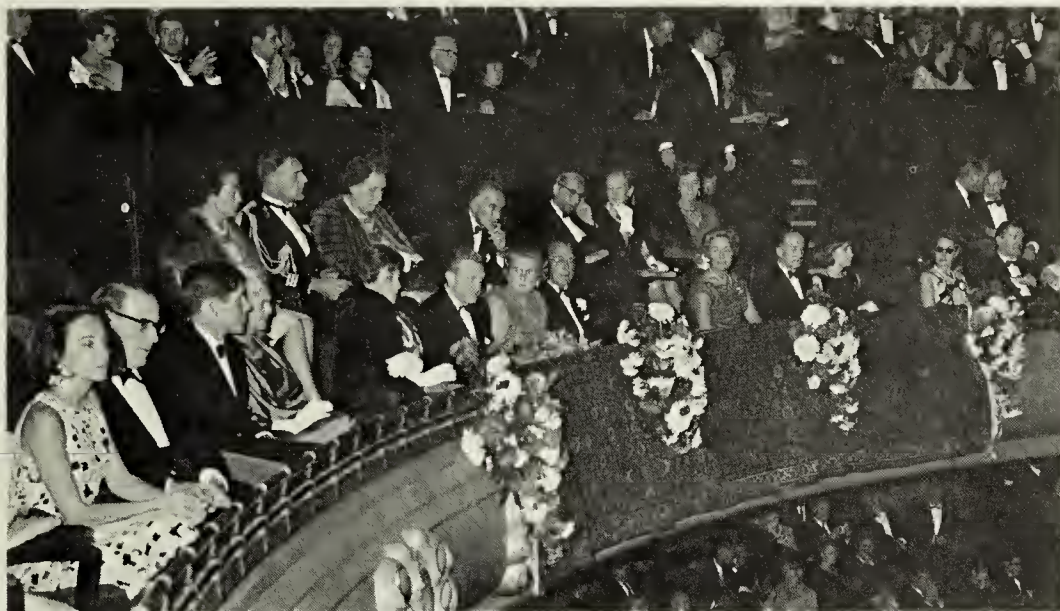
NEW YORK - Second night of the Criterion's engagement was a tribute to the U.S. 4th Infantry Division -- the American force which shared in the Liberation of Paris, and which provides many of the great moments in "Is Paris Burning?"



NEW YORK - The Mutual Radio Network's electric ribbon sign above the Criterion Theatre was an

added plug for "Is Paris Burning?" the night of the great premiere.

A black and white photograph capturing a night scene in Paris. The Eiffel Tower stands prominently in the background, its structure illuminated by bright spotlights that create a hazy, atmospheric glow. In the foreground, a large crowd of people is gathered, their forms silhouetted against the light. A bus is visible among the crowd, and the entire scene is reflected in the water of a fountain or pond in the immediate foreground.



From all directions, by bus, by car and on foot, countless thousands converged on the Eiffel Tower, one of a host of blazing centres of light as "Is Paris Burning?" premiered.



Colonel Lucien Sarniguet, at right, the man who replaced the French flag atop the Eiffel Tower when Paris was liberated in 1944, presents Larry Collins, co-author of "Is Paris Burning?" with a hand-made United States flag in one of scores of interesting ceremonies connected with the premiere of the massive film.

All of the Paris buses were 'messengers' for the premiere of "Is Paris Burning?" One of the heroic 'stars' of the film -- the Cathedral of Notre Dame -- is in the background.

BRUSSELS - The gay atmosphere of the banquet following the premiere of "Is Paris Burning?" at the Ambassador is further highlighted by a massive pastry creation symbolizing the theme of the great picture. Seated, left to right: Mrs. René Clément, Count E. de Crouy Chanel, French Ambassador to Belgium; co-star Leslie Caron and Paramount's manager for Belgium, Paul Delvigne.

(Nov. 14)

UNABATED HAVING EXCEEDED FOUR HUNDRED
NINETEEN DAYS AND SIMPLY EXPLODING IN
LE, LYON, NANTES AND NICE THE FIRST 12
WICE THE ENTIRE RUN OF "THE TEN COMM-
THE FIRST FIVE DAYS HAVE EXCEEDED THE
MENTS" BY FORTY PERCENT AND IN REIMS
D THE ENTIRE RUN OF "THE TEN COMMAND-
WEEKEND IS THE BEST SINCE OPENING. IN
BE HELD OVER FOR A 4TH WEEK IN THE
RECEDED. SAME SUCCESS BEING REPEAT-
TER'S THIRD WEEKEND BEING BETTER THAN
LY VERY STRONG WITH FIRST FIVE DAYS OF
FIRST WEEK. FINALLY, GERMANY CONTINUES
IN 17 DAYS A MASSIVE DM 1,723,513.

BERLIN - This quite inescapable showmanship on one of the city's main railway viaducts was a very important part of the masterful campaign for "Is Paris Burning?" at the Delphi Theatre.



HOME OFFICE NEWS ITEMS

The Bowling Club's Turkey Night was a big success, thanks to Bob McKeown's unremitting public relations campaign - and the Lighthouse for the Blind was a winner by a dollar for every participant. The turkeys were scheduled to be delivered November 22nd, a couple of days ahead of the season known as Thanksgiving.....(And one element of Paramount's own 'thanksgiving' this year is a film called "Is Paris Burning?").

Our 'orange blossom' special this issue concerns Paramount International's publicist, Paula Levy, who on November 6th became Mrs. Cal Gomberg. Wedding took place at the Allison House, Manhasset, Long Island. Congratulations, Paula and Cal.

We just wonder how often Tom Tinson has recorded the title, "Is Paris Burning?" seeing how there has been an absolute avalanche of cables setting forth the gigantic business the big picture has been doing abroad.

Joe Caulfield has asked that we transmit his very deep thanks to all who sent messages and cards to him during his recent illness.

A little known item of news is the fact that Charles (Chuck) McMains, office manager and graphic arts purchasing manager, is able to converse very effectively in Arabic. As a matter of fact, when you get to know just where 'Chuck' was during the war, you might expect him to both argue and praise in eight or ten languages. And you also would find that he also had quite a personal association with the events set forth graphically in "Is Paris Burning?"

Paramount International's J. William (Bill) Piper is back from a colorful business journey to Ghana and Nigeria on the West Coast of Africa. Enough happened for him to really write a book on the film business in that part of the world.

As will have been noted, there is a lot of emphasis on "Is Paris Burning?" in this issue. And no small part of that success has been due to the wonderful work done in Home Office by Paramount International's advertising and publicity staff under Armand Cardea; by Harry Doldus'

The Bowling Club's Turkey Night was a big success, thanks to Bob McKeown's unremitting

Catholic Recommend- ation for "A l f i e"

"Alfie," now in national release, receives a recommendation in the current issue of Catholic Film Newsletter.

The Newsletter recommends "Alfie" as follows: "A modern rake who regards women as convenient objects is brought to the realization that his way of life is senseless. Adult theme and controversial in treatment, the film succeeds as a contemporary morality play. Michael Caine brilliantly interprets the title role with deadpan expression and flip Cockney dialogue."

JYEEES EXHIBIT



BOB SULLIVAN Photo

Another Show for Gino

We are delighted to report that Gino Campagnola of the Contract Department is again the star of the Medical Department's art exhibition. Gino's skill with brush and pen is even more evident in this new show, which was highly commended by Paramount's Medical Officer, Dr. Leon J. Warshaw, who is shown with the artist.



NEW YORK - In the Criterion Theatre lobby, attending the premiere of "Is Paris Burning?", and reading from the left: Mr. and Mrs. Ernest Sands, Mr. and Mrs. Phil Isaacs, Guenter Schack and Charles McMains.

tireless ace shipping staff; by Don Nathan's crack co-workers; by Chuck McMains, Linda Lotti and Harry Nadel in the purchasing realm; and last but far from least, by Bob Guilfoyle, who attended to so many arrivals and departures of notables at all of the airports that we almost think he should put 727B after his name.....Even at that, we realize that there is a host of other great Paramounteers deserving mention in connection with "Is Paris Burning?"



NEW YORK - Guenter Schack, Paramount International's director of advertising and publicity (above) has been elected chairman of the international film relations committee of the Motion Picture Export Association. Election took place October 14th at the regular monthly luncheon meeting at MPEAA headquarters here.



NAIROBI, East Africa - Henry Hathaway (above) has arrived here to set up headquarters for his filming of "The Last Safari" for Paramount. Frank Beetson is associate producer. "The Last Safari" is based on Gerald Hanley's high adventure novel, "Gilligan's Last Elephant," and filming is scheduled to begin on December 1st.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



MACKAY, Australia - A novel touch at the "Day With Paramount" reception was provided by Miss Elspeth Shaw, playing the very catchy "Alfie" theme song on an electric organ, much to the delight of guests who had just enjoyed seeing the film.

LONDON - In attendance at the Variety Clubs premiere of "This Property Is Condemned," at the Plaza Theatre, were Donald Peverett, secretary of Paramount Film Service, and Mrs. Peverett.



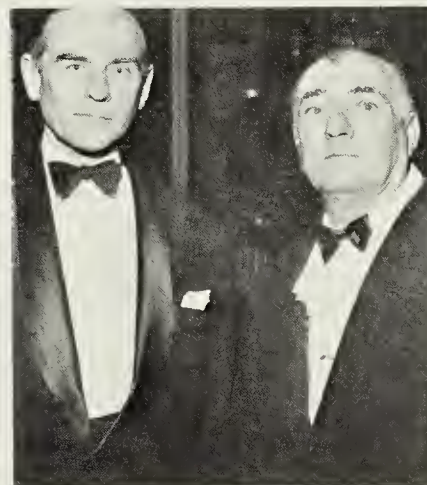
NEW YORK - Trio at the Criterion Theatre attending the premiere of "Is Paris Burning?" L to R: Charles G. Bluhdorn, Edwin L. Weisl, Hy Hollinger.



RIO DE JANEIRO, Brazil -- Arriving for a special screening of "The Slender Thread" in the Embassy Cinema are United States Ambassador The Hon. John Tuthill and Mrs. Tuthill.



NEW YORK - Among those lauding the beauty and talents of Italian star Rosanna Schiaffino, was the noted radio and TV commentator, Barry Gray, shown here with the co-star of "Arrivederci, Baby!"



LONDON - Shown attending the Variety Clubs premiere of "This Property Is Condemned" at the Plaza Theatre are Howard Harrison (l.), managing director of Paramount British Pictures, and William Perlberg, executive producer of "Half A Sixpence."



ADELAIDE, Australia - Paramount managing director Robert L. Graham with three of the important ladies who attended the recent "A Day With Paramount" function here. They are, from left - Adelaide's Lady Mayoress, Mrs. Walter Bridgland; Mrs. Denis Kiley, wife of Paramount manager Denis Kiley, and the secretary to the Lady Mayoress, Mrs. Z. Hamilton.

TORONTO - Following a fine period of Paramount service, Helena Leikeim has left the Company for Canadian Government service in the North West Territories. Above, Mickey Stevenson, Paramount general manager for Canada, makes a presentation to Helena on behalf of the staff, all of whom wish her the best of good fortune in her new field.

AMSTERDAM - Leslie Caron, here for the gala premiere of "Is Paris Burning?", meets Van Cliburn, famous young American pianist, here for the Grand Gala du Disque Classique Music Festival.



HOLLYWOOD -- Jane Fonda (above) is the star of the Hal Wallis-Paramount production, "Barefoot in the Park." The film, which stars Robert Redford opposite Miss Fonda, began production in Paramount Studio on October 31st. Miss Fonda, a native of New York City, recently completed a starring role in Otto Preminger's "Hurry Sundown" for Paramount.



ADELAIDE, Australia - Paramount managing director Robert L. Graham with three of the important ladies who attended the recent "A Day With Paramount" function here. They are, from left - Adelaide's Lady Mayoress, Mrs. Walter Bridgland; Mrs. Denis Kiley, wife of Paramount manager Denis Kiley, and the secretary to the Lady Mayoress, Mrs. Z. Hamilton.



INTERESTING PARAMOUNT EVENTS IN THE

U.S.A. and CANADA

HOLLYWOOD - Among the broadcasters of music (disc jockeys) who were brought here by Otto Preminger to observe at first hand the care and precision of scoring Mr. Preminger's "Hurry Sundown," was Tony Thomas of C.B.C. Toronto, here shown recording some of the great director's motion picture philosophy.



NEW YORK - On Monday, October 31, Monsignor Thomas F. Little, who only recently retired as executive secretary of the National Catholic Office for Motion Pictures, was given a testimonial luncheon by the film industry. Monsignor Little is shown above at left, with Paramount board chairman Barney Balaban, at right, and celebrated national broadcaster Ed Herlihy.



Hilliard Gunn



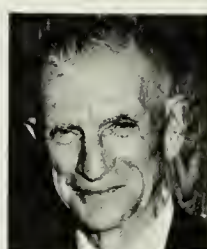
Jack Heaps



Al Arnold



Reg Plumb



Pete Moran

Famous Players Canadian 25- and 40-Year Club Members Honored

REGINA, Saskatchewan - When Famous Players Canadian president R. W. Bolstad was here recently, he presided over the induction ceremonies at which he presented 25th Club awards and silver trays for 40 years of continuous service to the Company.

Inducted into the 25 Year Club were Hilliard Gunn, manager of the Capitol Theatre, Regina; Jack Heaps, manager of the Metropolitan Theatre, Regina and Al Arnold, projectionist in the Daylight Theatre, Saskatoon.

Presented with sterling trays for 40 years of service were Reg Plumb, manager of the Capitol, Saskatoon; Pete Moran, projectionist, Metropolitan, Regina and Jack Garvey, projectionist, Metropolitan, Regina. Mr. N. Moran accepted the tray for Mr. Garvey, who was on vacation. John Ferguson, supervisor for the Manitoba, Saskatchewan and Alberta district, assisted Mr. Bolstad in the ceremonies.



NEW YORK - Rosanna Schiaffino certainly illuminated J.F. Kennedy Airport as she arrived for publicity work on "Arrivederci, Baby!" in which she co-stars with Tony Curtis.



Joseph H. Hazen (at left)
with Hal Wallis.

JOSEPH HAZEN EXHIBITS ART COLLECTION AT HARVARD

A group of 115 paintings and sculpture from the collection of Joseph H. Hazen, went on exhibition at the Fogg Art Museum, Harvard University, Cambridge, Mass., on October 18th. Mr. Hazen, as we all know so well, is associated with Hal B. Wallis in motion picture production, including the forthcoming "Barefoot in the Park" and "Easy Come, Easy Go."

The exhibition features the work of European and American artists of the past 100 years including Picasso, Modigliani, Van Gogh, Toulouse-Lautrec, Braque, de Kooning, Giacometti, Lipchitz, Daumier, Dufy, Gris, Degas, Kandinsky, Miro, Pollock and Rouault. The exhibit marks the first time the Hazen collection is being shown as a group; previously objects were loaned individually.

The nucleus of the exhibition, which will remain at the Fogg Museum through December 1, is a group of over 40 works which were shown this summer at the Israel Museum in Jerusalem. This smaller group of art treasures will then travel to the Art Galleries at U.C.L.A., to the University Art Museum at Berkeley, California, the Museum of Fine Arts in Houston and to the Honolulu Academy of Fine Arts in Hawaii.

Mr. Hazen bought his first paintings -- the works of early 20th Century artists -- in the late 1940's.

NEW YORK - Four ace Paramount public relations specialists confer on details of the personal appearances of Italian star Rosanna Schiaffino ("Arrivederci, Baby!") during her stay in the city. They are: Richard Brooks, Mike Mutner, Monroe Friedman, Steve Schiffman.

WHAT THIS ISSUE OF "PARAMOUNT WORLD" IS ALL ABOUT..... IN 10 LANGUAGES

UN EVENTO STORICO

Siccome la "prima" mondiale di **PARIGI BRUCIA?** è per la nostra Casa l'evento più importante dopo quella di **I DIECI COMANDAMENTI**, dedichiamo a questo soggetto quasi tutto lo spazio del presente numero. E' per tale motivo che abbiamo dovuto ridurre a questo breve preambolo la solita colonna nella vostra lingua, onde possiate partecipare in pieno ai grandi eventi di Parigi e d'altrove. Naturalmente la vostra colonna riapparirà nella solita lunghezza nel prossimo numero.

EN HISTORISK HÄNDELSE

Eftersom världspremiären på "**Brinner Paris?**" är det viktigaste som hänt oss sedan "**De tio budorden**", har så gott som hela detta nummer ägnats filmen ifråga. Detta har till följd att artikeln på svenska denna gång inskränks till dessa korta rader, ty vi vill ju försöka berätta för er så mycket som möjligt av vad som utspelats i Paris och annorstädes. Nästa månad återkommer vi som vanligt.

EINE HISTORISCHE BEGEBENHEIT

Da die Welt-Premiere von **BRENNT PARIS?** das bedeutsamste Ereignis seit **DIE ZEHN GEDOTE** darstellt, widmen wir ihr die gesamte Ausgabe dieser Paramount-World. Infolgedessen wurde die übliche Spalte in Ihrer Sprache auf diesen kurzen Absatz reduziert, damit Sie voll und ganz an diesem größten Ereignis in Paris und anderswo teilhaben können. Ihre Spalte wird in der üblichen Ausführlichkeit in der nächsten Monatsausgabe wieder erscheinen.

「パリは燃えているか?」のワールド・プレミアは、十戒以来もっとも意義ある出来事なので、我々はパラマウント・ワールド誌の本号をそのために捧げる。その結果、諸賢が、パリ他数箇所でのこの重大事件の様相をより多く知れるように、いつもの貴国語欄をこの大きさに縮小した。この欄は、次号からいつもの大きさに復帰する。

歷史的出來事

UM ACONTECIMENTO HISTÓRICO

Por ser a world premiere de "**PARIS ESTÁ EM CHAMAS?**" o acontecimento mais sensacional desde "**Os Dez Mandamentos**", esta edição do **PARAMOUNT WORLD**. Em consequência, a coluna regular em seu idioma foi reduzida a este breve parágrafo, para que vocês possam compartilhar ao máximo o grande evento de Paris e alhures. Mas, em nossa próxima edição, sua coluna voltará ao tamanho normal.

UN HISTORICO ACONTECIMIENTO

Dado que es el máximo acontecimiento desde "**Los Diez Mandamientos**", dedicamos virtualmente la totalidad de este número del **Paramount World** a la "première" mundial de "**¿Arde París?**". Consecuencia de ello es que la columna en su idioma ha sido reducida a este sucinto párrafo con objeto de que puedan Vds. participar con más amplitud en los grandes acontecimientos de París y de otros puntos. En el próximo número su columna recobrará su normal espacio.

UN EVENEMENT HISTORIQUE

Etant donné que la Première mondiale de "**PARIS BRULE-T-IL?**" est l'événement le plus important depuis "**LES DIX COMMANDEMENTS**", nous lui consacrons, en fait, entièrement ce numéro de **Paramount World**. C'est la raison pour laquelle la colonne qui vous est consacrée, traduite dans votre langue, a été réduite à ce paragraphe très succinct de façon à vous permettre de participer pleinement aux grands événements qui vont se dérouler à Paris et ailleurs au moment de la sortie de ce film. Votre colonne reprendra son importance habituelle dans notre prochain numéro.

ISANG MAKASAYSAYANG PANGYAYARI

Ang world premiere ng "**Is Paris Burning?**" ay siyang pinakamalaking pangyayari mula noon itanghal ang "**The Ten Commandments**." Kaya nga ang lahat ng bahagi ng binilang na ito ng **Paramount World** ay iniukol doon. Napilitan kami ikilala ang pitak na ito upang kayo ay makasama sa mga makasaysayang mga pangyayari sa Paris at sa ibang dako. Mababalik sa kinaugaliang laki ang pitak na ito sa susunod na bilang.

歷史性的大事發生

因為「巴黎烽火」(Is Paris Burning?) 的世界首映是「十誡」(The Ten Commandments) 以來最重要的事件，所以我們將全期的篇幅報導這件大事。至於每期經常的各國文字的專欄祇得縮減為短語，使大家可以多看到一些巴黎和其他地方對那部巨片的動態。在下期各國文字的專欄仍將恢復。

"A DAY WITH PARAMOUNT" NOW TRULY AN AUSSIE 'INSTITUTION'

The name of Paramount Pictures has ever been at peak height in Australia. But in the past few years, with his introduction of the nation-wide observance of "A Day With Paramount," Robert L. Graham, managing director, has given the company even greater industry stature.



ADELAIDE - Over 200 key exhibitors, media identities and prominent citizens attended this city's "A Day With Paramount" recently. Shown here with Paramount's managing director Robert L. Graham (at left) are Irving Cook, S.A. general manager of Greater Union; Hugh Wallis of Wallis Drive-in Theatres; Harbourline drive-in Ralph Turner; Paramount's general sales manager Jack Edwards; Wallis Drive-ins Tony Azzopardi.



MACKAY - The team presenting "A Day With Paramount" in Northern Queensland about to fly to the Great Barrier Reef's Bampton Island where a national tie-up was arranged for the coming release of Hal Wallis' "Paradise, Hawaiian Style," providing holiday prizes for all Australian states on the island paradise. About to board the Piper aircraft are Paramount's Queensland manager Roy Chesterman (second left), managing director Robert L. Graham, general sales manager Jack Edwards, advertising and publicity manager Alan Wardrope. At extreme left is Mackay exhibitor and businessman Jim Taylor and at right, the Piper's pilot.



CAIRNS - Paramount's host Robert L. Graham, with Far Northern Theatres directors at local observance of "A Day With Paramount." From left: A.T. Covacevich, chairman of directors; Mr. Graham, Hawaiian hostess Olga, managing director Far Northern Theatres Bill Maloney, hostess Margaret, and directors H.S. Williams and Keith Smith.

ADELAIDE - Paramount's g.s.m. Jack Edwards (L), Sth. Aust. manager Denis Kiley, and Harry Wren, governing director of Celebrity Theatres (3rd from right) with ADS7 star Angela Stacey, Girl of the Year Rosemary Leedum and 'London' characters who added a gay touch to Majestic premiere of "Alfie."

ADELAIDE - Another gay group helping celebrate "A Day With Paramount" included g.s.m. Jack Edwards, Celebrity Theatres managing director Harry Wren, Hostess Gerda, Channel 7 Bob Moors, Hostess Marion, Majestic Theatre manager Charles (Chic) Arnold, and Paramount's South Australian manager Denis Kiley.



ADELAIDE - The South Australian Police Band, followed by the London bus of "Alfie," swings up King William Street to the Majestic Theatre premiere of the Michael Caine starrer.

EUROPE



BERLIN - The City Theatre in this city's Europacenter gave inescapable prominence to its attraction when that attraction was Natalie Wood in Paramount's "This Property Is Condemned." Display also played up the audience-attractiveness of the film's German title.



HOLLYWOOD - The title of the picture in production is "The Busy Body," and despite the relaxed atmosphere of this particular photograph, producer William Castle (in centre, and the most relaxed of all), was even then turning it into one of the swiftest, screamingest and most saleable gangster mystery-comedies of the year. Relaxee at right is none other than Paramount's general manager in Italy, Pilade Levi; relaxee at the left is one of the film's stars, Sid Caesar; and of course the charming lady -- and the only one who really looks as though she is working -- is Rose Goldstein, expert head of Paramount International's studio department.

"The Spy" Sets Johannesburg Records

Rhapsodic word from Ronald Dwyer, Paramount representative in the Republic of South Africa, indicates that "The Spy Who Came In From The Cold," in its first week in both the Capri and International Theatres, should set all-time records in both houses.



ATHENS - Internationally renowned cinema magnate Savas Pylarinos and Mrs. Pylarinos are hosts to Mr. and Mrs. Yeah Guan Yew, of the Cathay Organisation of Singapore, who were on their way around the world. Scene is the famous "Greek Taverna," where the visitors, in the words of Mr. Pylarinos, "liked the place, the Greek music and particularly our popular bouzoukia."

"NEVADA SMITH" GIVES SPAIN A PRECEDENT

WHEN "NEVADA SMITH" opened simultaneously in 7 (seven!) cinemas day-and-date in Madrid, it made history of the topmost order. At the end of the first week further history was made when European sales manager Hugo Stramer cabled Paramount International sales manager Milton Goldstein:

FIRST WEEK "NEVADA SMITH" MADRID JUST FANTASTIC WITH A GROSS REPRESENTING BY FAR THE BIGGEST FIRST WEEK'S BUSINESS WE EVER HAD. HAPPY TO ADVISE PICTURE CONTINUES SECOND WEEK IN ALL SEVEN THEATRES.



MILAN -- A world-renowned symbol of greatness serves as an imposing background to two public relations advertising vehicles touring Italy in behalf of "Nevada Smith."



STOCKHOLM - Preparing the champagne which was served to every person attending the premiere of "Is Paris Burning?" at the Palladium Theatre.

AT TOP

Exterior of the Palladium the night of the premiere, with Paul Graetz and René Clément the marquee-featured names.

FAR EAST



BANGKOK - Here's evidence pointing to the fact that the stunning front-of-house showmanship at the Paramount Theatre has reached the point where it almost tops the top of the theatre itself.....



.....Here is a close-up of the superb art work that the house produced in the case of the towering record-breaker, "Nevada Smith." In reporting this engagement (during which the Paramount Theatre did 120% of absolute capacity), Far East division manager S.A. Henriksen said: "'Nevada Smith' is doing fantastic business in Bangkok. It would have done, anyway, but (Paramount manager) Chana's campaign certainly helped enormously."



NEW YORK - Rosanna Schiaffino, co-star of "Arrivederci, Baby!" at the press reception given here in her honor. With her is Joe Miyasaki, of the celebrated Japanese film magazine Eiga-No-Tomo.



SINGAPORE - Screen News for October devoted its cover to the above very effective layout of scenes from Paramount's "This Property Is Condemned." But that was only part of the Paramount coverage. There were film previews of "Assault On A Queen" and "Nevada Smith," a star profile on Steve McQueen, a layout on "Thirteen Lovelies from 'The Swinger'" and a color portrait of John Wayne in "El Dorado."

Bangkok's Biggest Week!

On the basis of rousing revenue reports from manager Chana Chaikijkarana, it is a matter of record that the week ending October 8th was "the biggest week Paramount has ever had in Thailand."

A contributing factor in this happy state of affairs was the overwhelming public response to "Nevada Smith."

Paramount International president James E. Perkins sent his congratulations to the Paramounteers of Thailand from Paris.



SINGAPORE - This impressive, locally painted sign for "Nevada Smith" dominated the junction of Grange and Orchard Roads for 4 weeks prior to the rip-roaring opening of the Western thriller at the Cathay and Palace Theatres, and remained there all through the highly successful engagements.

Philippines, Malaysia and Taiwan Hail "Nevada Smith"

At the end of the third week of "Nevada Smith" in Taipei, Taiwan, Paramount manager Andrew T. Fan reported that the film had registered the third all-time Paramount gross, ranking with "The World of Suzie Wong" and "The Ten Commandments."

In Kuala Lumpur, Malaysia, despite the monsoon, the opening of "Nevada Smith" at the Cathay broke the towering record which had been established by "The Carpetbaggers." Paramount manager Yuan Kao reported that an extended run was assured by the excellent audience reaction and the brisk pace of advance bookings. The picture was even then continuing its highly successful runs in Singapore at the Cathay and Palace Theatres.

Meanwhile, the wonderful pace at the Capitol and Galaxy Theatres in Manila was proof that the Philippines fans were going for "Nevada Smith" in continuing record-breaking fashion.



SINGAPORE - Miss Joan Booty (extreme right) principal of the Joan Booty School of Modelling and Charm, and four of her models in the Fashion Show presented at the Cathay Cinema during the premiere of "Nevada Smith." Show was called "Eastern Fashions With Western Influence."

LATIN AMERICA



RIO DE JANEIRO - Notables at the special showing of "The Slender Thread" for opinion-makers and critics at the Embassy Theatre. (L to R) Valerio de Andrade (Visão), Oswaldo Rocha (Director of Paramount publicity), Léa Maria (social columnist of Jornal Do Brasil), Hart Sprager (Motion Picture Officer, U.S. Embassy) and Octávio Bonfim (noted Brazilian journalist of Jornal Do Brasil).

Michael Caine to Host "Alfie" Screening at Acapulco Film Festival

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Michael Caine, who stars in "Alfie," will host the showing of the Paramount release at this year's Acapulco (Mexico) Film Festival on Saturday night, November 19th.

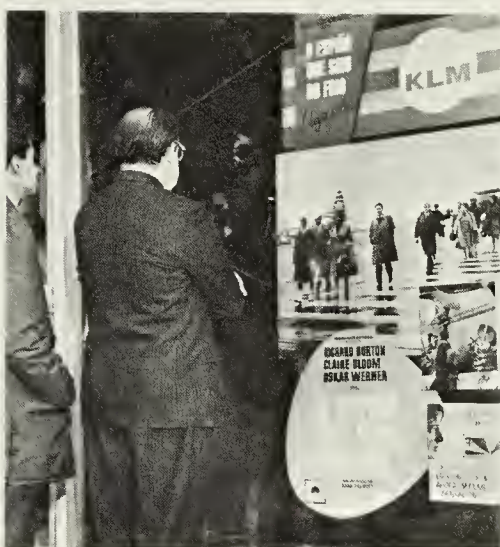
"Alfie" is the official British entry to the Festival.

Caine will also host a post-screening press party the morning following the showing of "Alfie." The young actor will be representing Paramount, and also will be a member of the British film delegation at the Festival.

While in Acapulco, Caine will be the subject of a press conference for the gathered world journalists at which he will discuss his roles in "Alfie" as well as "Funeral in Berlin" and Otto Preminger's "Hurry Sundown."



BOGOTA, Colombia - This badly wrecked Volkswagen was used in the city of Pereira to very good showmanship effect in the interests of the Napolé Theatre and its successful film attraction, "Red Line 7000." The car was painted red, and placed in the window of the local Volkswagen agency, Almacenes y Talleres Auto Europe. It was placed there as the basis of a contest, in which the public was asked to guess the cost of restoring the car to perfect condition. Passes to the winners were provided by Almacenes y Talleres. The passes and the envelopes containing them bore the title of the Paramount picture in large red letters. According to Paramount manager Victor Cortes, the promotion was so successful that "Red Line 7000" outgrossed a top-flight Sinatra picture which was released in Pereira at the same time.



RIO DE JANEIRO - Eye-filling display for "The Spy Who Came In From The Cold" in the main window in K.L.M.'s downtown establishment. It tied in handsomely with the wonderful business the picture was doing in local city release.



NEW YORK - Here on her special personal appearance tour in connection with "Arrivederci, Baby!" co-star Rosanna Schiaffino meets Gonzalo de Palacio, veteran correspondent of several Latin American publications, including Vanidades, and also of Silvetas of Spain.



RIO DE JANEIRO - One of the many top bookstores in this city tying in effectively with the highly successful engagement of "The Spy Who Came In From The Cold." The picture played day-and-date in several of Rio's top theatres.

HOLLYWOOD - Sid Caesar, co-star of William Castle's Paramount production, "The Busy Body," greets Mr. and Mrs. Alfredo Garcia, newspaper correspondents from Mexico and Argentina on the set of the mystery comedy picture.



BUENOS AIRES - Front of the Normandie as "Hollywood Al Desnudo" ("The Oscar") began a highly successful engagement at this renowned cinema.

The exciting and contemporary picture was given a spirited showmanship campaign, including a host of window tie-ups in top-rate business stores.



BRITISH FANS SEEING EARLY 'MINTING' OF "HALF A SIXPENCE"



LONDON - During his recent visit here, Paramount International president James E. Perkins presented 25-Year Club watches and membership insignia to several Paramounteers of Great Britain. He is shown here (centre) in the office of Russell W. Hadley, Jr., managing director (at left) with three of the new members.

Second from left is Max Gayton, general manager of the Plaza Theatre. Second from right is Norman Pratt, London branch manager. He joined Paramount in 1941 as booker, made a salesman in 1949 and promoted to manager in 1964. At right is Mrs. E. Frost, of head office London Branch.

The other British Paramounteers who were elected to membership this year, are: Mr. H. McGuinness, Dublin branch manager, who joined the company as office manager, graduated to salesman and was then promoted to his present position; Mrs. M. Smaridge, a member of the maintenance staff in Liverpool branch, and Mrs. F. Ansell, who acts in the same capacity in London branch.



EASTBOURNE - British actor Dirk Bogarde, a fancier of old automobiles, got a thrill visiting this location during the filming of "Half A Sixpence." A large section of the resort's beachfront had been altered to the era of the turn of the century, into which the vintage car fitted. Director George Sidney is at the wheel and producer Charles H. Schneer is standing on the running board. (Remember when cars had running-boards?).

MANY OF ENGLAND'S most noted tourist areas have been taking a trip backward in time because of a new motion picture.

The reason for this time-spanning face-lift is the filming of the George Sidney-Charles H. Schneer production of "Half A Sixpence," currently before the cameras in England, with Tommy Steele starred.

The story of Kipps, a young Cockney draper who inherits a fortune and moves awkwardly into English society during the Victorian Era, "Half a Sixpence" is being filmed almost entirely on location, necessitating monumental efforts by the production crew to insure authenticity of the period.

Charged with responsibility for creating an expansive turn-of-the-century setting, which forms the background for the Paramount film are Ted Haworth and Peter Murton, production designer and art director respectively.

Exuberant, boisterous musical and dance routines, choreographed by Gillian Lynne, are being filmed against the vintage landscapes designed by the "Half a Sixpence" team, with all traces of modernity removed.

Filming began September 19 in Eastbourne, where a central section of the city's promenade and beach was antiquated with the installation of studio 'gas' lamps, horse buses and a vivid array of bathing machines and tents on the sand.

A sprinkling of period cars -- including a top vintage 1902 Thorneycroft Double Phaeton and a 1903 Vauxhall from Lord Montagu's Beaulieu Car Museum -- added authenticity to the scene.

"I'm Not Talking To You" is the song performed by the film's Tommy Steele and Julia Foster in this setting.

The re-creation of a spectacular Regatta, a
(Continued bottom of next column)

LONDON - Exterior of the stalwart Plaza as "This Property Is Condemned" gala-premiered in aid of the Variety Clubs of Great Britain.

BELOW

The film's star, Natalie Wood, was there accompanied by the film's director, Sydney Pollack.



NEWS OF THE PARAMOUNT SUBSIDIARIES

PARIS SMILES

Words by JAY LIVINGSTON and RAY EVANS Music by MAURICE JARRE



Cover of the Famous Music Corporation's publication, "Paris Smiles," composed by Maurice Jarre, composer of the entire musical score for "Is Paris Burning?"

THE FILMING OF "HALF A SIXPENCE"

(Continued from preceding page)

festive River Fete in which oarsman Kipps climaxes the day with a magnificent win at the river finishing post, was shot at Oxford (on the grounds of the Divine Mercy College) and Henley on Thames. Bunting and flags decorated the scene. Some three hundred skiffs and punts and several steam launch museum pieces (including one 'Pierette' belonging to a private owner which is insured for £10,000) were utilized.

At Oxford, a number of College barges were used for river scenes in addition to hundreds of other small craft.

A quiet Georgian backwater in the Pantiles area of Tunbridge Wells was also invaded by the film unit for a number of key scenes. Here a cluster of shops became "Shalford's Emporium" -- the place where Kipps works before he comes into money. An antique shop, shoe makers and florists were taken over to be altered to match the period.

Months of searching preceded the discovery of the period clothes, underclothing and general merchandising which dress the draper's shop where Kipps, played by Tommy Steele, is seen in the opening sequences of the film.

Starring Steele as Kipps, the George Sidney-Charles H. Schneer color and Panavision production also stars Julia Foster and Penelope Horner. Produced by Charles H. Schneer and directed by George Sidney with William Perlberg as executive producer, "Half a Sixpence" is a Paramount release.

Famous Music Corporation's cover to the catchy Dory and Andre Previn theme song of "The Swinger," Paramount's bold and breezy comedy designated "The bunniest picture of the year!"

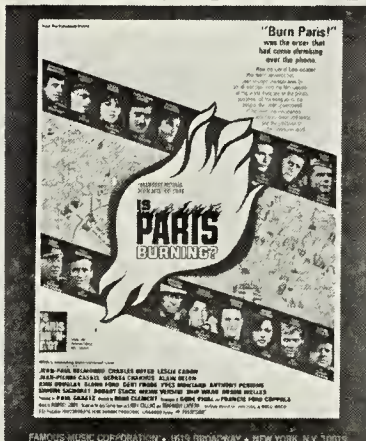
A crisis which might mean the necks of both... Michael Caine and Oscar Homolka face up to the facts of life -- and death in a climactic scene in "Funeral In Berlin."

Dot's "Alfie" Record

Dot Records has announced that Billy Vaughn's recording of the title song from Paramount's "Alfie" has passed the 200,000 sales mark.

"Alfie" has been recorded by 11 different artists, making the Burt Bacharach-Hal David song one of the most recorded title tunes from a motion picture.

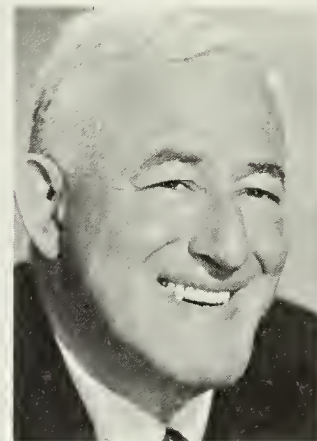
IS PARIS BURNING?



Another Famous Music Corporation publication from "Is Paris Burning?" is Maurice Jarre's "Love Theme," a melody you are going to be hearing for a very long time to come.



CONTRACTS ...AND CASTINGS



William Castle

Producer-director William Castle has signed an important new pact with Paramount Pictures calling for a minimum of four features to be made in the next two years, it was announced by Howard W. Koch, vice president and studio and production head.

Academy-Award winner Charlton Heston will star in "Will Penny," a unique Western drama to be produced independently by Fred Engel and Walter Seltzer. Picture will be directed by Tom Gries, who makes his first feature film directorial assignment after a distinguished career in television. Heston, who was honored with an Oscar in 1959 for "Ben Hur," will play the title role, a rootless cowhand in frontier Montana.



Heston

David Winters has been signed by Hal Wallis as the choreographer for the Elvis Presley musical romance, "Easy Come, Easy Go."

Another important cast member in the Presley film is Elsa Lanchester, who will portray a yoga instructor. And Frank McHugh, marking his 150th film character, will portray, in the same film, a sea captain who hates the water.

Veteran actor James Whitmore has a co-starring role in the Blake Edwards comedy-western, "Waterhole No. 3," for Paramount release. The picture stars James Coburn and Margaret Blye.

Sivi Aberg, who was Miss Sweden in the 1964 Miss Universe contest, has a featured role with Elvis Presley in Hal Wallis' production, "Easy Come, Easy Go".....Angela Dorian has an important co-starring role in the thrilling Paramount outdoor adventure-drama "Chuka." The film, which stars Rod Taylor, John Mills, Luciana Paluzzi, Ernest Borgnine and James Whitmore, is already before the cameras in Utah. Miss Dorian portrays a young Mexican heiress who is trapped in a prairie fort during an Indian attack.

Lloyd Bridges will star in the Ivan Tors production, "The Unkillables," an underwater adventure-drama for Paramount release. Picture will be produced at Tors' Miami Studios in Florida. Tors already has filmed "Cowboy In Africa" and "Gentle Ben" for Paramount release.



PHILADELPHIA - TWA, in the main city office in Penn Center, latched onto an interesting slant in tying in with the Paramount thriller, "Seconds," at the Randolph Theatre.



PHILADELPHIA - Another fine piece of local promotion for "Seconds" was this window in the popular Sam Goody's record and phonograph store.



LONDON - This fetching poster in the Underground stations was part of the effective showmanship campaign for "This Property Is Condemned" at the Plaza Theatre.

Paperbacks!!

For the showmanship-minded there are splendid motion picture paperback editions of "The Swinger" and "Seconds." Both have covers tied in with the Paramount productions, and both are illustrated with scenes from the respective films.

"Seconds" is published by Signet; "The Swinger" by Dell.

BELOW

NEW YORK - Right in a top spot on this city's Fifth Avenue is one of the most important tie-ups with the Criterion Theatre's engagement of "Is Paris Burning?" The spot is the main window of Thomas Cook's --- the world's pre-eminent travel agency.



ED SULLIVAN Photo

THERE IS NO
SUBSTITUTE FOR

SHOWMANSHIP



SINGAPORE - The Cathay Organisation's celebrated Cathay Theatre found an imaginatively effective way of dramatizing "Nevada Smith" as a 'giant' of a picture. This very spectacular teaser campaign began two weeks in advance of the film's opening and was a 100% catchword throughout Singapore by the time the Paramount picture opened.



AMSTERDAM - The towering importance of the Dutch premiere of "Is Paris Burning?" at the Tuschinski Theatre resulted in at least 30 wonderful window tie-ups, of which the above, on a main city street, was one.

Flashed World-wide

Even as the great film was being shown at the Palais De Chaillot, outstanding glimpses of the premiere festivities were being radioed to newspapers in New York, London, Sydney, Tokio and scores of other metropolii throughout the world.



This is how the Paris Opera House appeared as the simulated red flames turned to the white light of victory. Many other great landmarks -- Notre Dame, the Eiffel Tower, Sacre Coeur among them -- staged the same demonstration of triumph simultaneously.



The Eternal Flame beneath the Arch, the white flame of Liberation atop it. Such was the Arc de Triomphe on this great night.

(NOTE: The above are radioed photographs and as such are merely representational. Other and more precise photographs of these phases of the premiere will be found elsewhere in this issue).

N O W

Let's get back
to the International
Impact of
"IS PARIS BURNING?"



Howard W. Koch, centre, with co-star James Coburn and director William Graham on location during the filming of "Waterhole No. 3."

HOWARD KOCH BECOMES INDEPENDENT PRODUCER

U.S. BRANCH NEWS



Arrivederci, Ernie!

MINNEAPOLIS - On Friday, September 23, we bid Arrivederci to Ernie Lund, who has retired. Before the day was over, Ernie was the proud owner of a sprightly cocker puppy presented to him by his fellow employees. Ernie had been with Paramount for 37 years, and we know that his habit of coming to the office will not easily be broken. We expect to see a lot of him and his new charge shown above.

- Bonnie Lynch

JACKSONVILLE

We have had the pleasure of screening four outstanding features lately: "Seconds", "Alfie", "The Swinger", and "Arrivederci, Baby". Everyone present at each screening seemed to have enjoyed the pictures very much.

Cecilia Weeks, ledger clerk went home to Bermuda last month to visit her family. She said she had a very enjoyable trip.

We're happy to welcome Walter Mock back with us as booker, replacing Bob Stevens, who we hated to see leave. Good Luck to both of them.

- Bob Mikell

Paramount Pictures Corporation and Howard W. Koch, vice-president and studio and production head, announced November 9 that they have reached a joint agreement to amend his contract with the company.

Under the new arrangement, Koch will relinquish his post as head of the studio to form his own independent production company. He will personally produce three major motion pictures for Paramount, starting with the film version of the Broadway comedy hit, "The Odd Couple."

Koch said that his decision to step down from the direction of the studio was based entirely on his personal preference to produce motion pictures. Prior to joining Paramount in 1964, he had been involved in independent production for almost 30 years, including his executive vice-presidency at Sinatra Enterprises, where he produced many of Frank Sinatra's most successful films.

Paramount and Koch have also agreed that he will continue with the company as a consultant and devote a substantial amount of his time to this assignment. The change commenced November 21.

RIGHT

NEW YORK - Evening of press preview, this Con-Edison steam eruption in Times Square, right outside the Criterion Theatre, gave a remarkable touch of realism to "Is Paris Burning?"

MORE NOTABLES AT NEW YORK PREMIERE



David N. Judelson, Gulf & Western executive vice-president and Mrs. Judelson entering the Criterion for the "Is Paris Burning?" premiere.



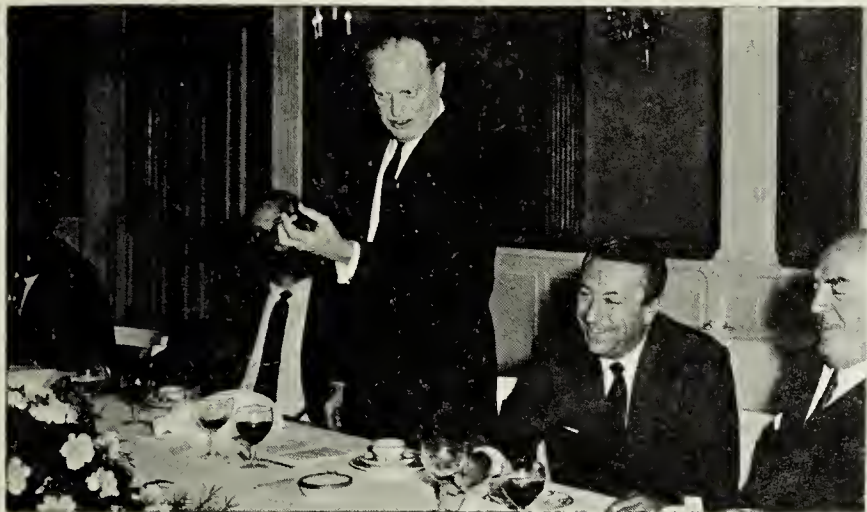
The Hon. Arthur Goldberg, United States Ambassador to the United Nations, and Mrs. Goldberg led the diplomatic delegation to see the great film on the regaining of freedom.



BOB SULLIVAN Photo

MORE PARAMOUNT EVENTS IN EUROPE

George Weltner in Rome



Mr. Weltner addressing the gathering in Spanish, and obviously with humor. Seated at left are Eitel Monaco and Pilade Levi. Partly hidden by Mr. Weltner's expressive hand is William Fraleigh.

Following the Paris premiere of "Is Paris Burning?" Paramount president George Weltner was honored guest at a MPEA luncheon in Rome, where many salutes and tributes were accorded him by Italian film notables. Host for the occasion was Leo Hochstetter, MPEA representative in Rome.

During the course of the luncheon, Cavaliere del Lavoro Italo Gemini, president of AGIS, saluted Mr. Weltner as the man who made possible the first Italo-American motion picture agreement since the war. Avvocato Eitel Monaco contributed another salute by adding that Mr. Weltner made the relationship between the Italian and American motion picture industries a very close one "which bore rich fruits to everyone's benefit."

Mr. Weltner, responding in Spanish, thanked all present for their wonderful friendship over the years and said that he hoped to keep on coming back to Italy as often as possible. In particular he wished a man (who certainly did not expect it), for "his loyalty to Paramount, for his honesty and for his friendship" -- namely Pilade Levi, Paramount's general manager for Italy.

Among those present, in addition to Messrs Monaco and Gemini, were - Scialuna Sprge, from the Ministry of Entertainment, Fraleigh from the United States Embassy, Stoddard from USIS, Amati from the Exhibitors Ass'n, Paramount executives, the American and Italian press, Franco Cristaldi, the Motion Picture Producers president, American producer Jack Rose, South African exhibitor John Schlesinger, and several officials of the Italian film industry.



Here are, from l. to r.: South Africa's John Schlesinger, George Weltner, host Leo Hochstetter and Luigi Barzini, Jr., journalist and author of "The Italians."



AT MALTA CROSS PRESENTATION

(From left, as identified in caption): Messrs. Malaud (private secretary of French Foreign Ministry); Gallois-Cocteau; Henri Michaud; Baumel (General Secretary of the U.N.R. - National Republican Union); Général de Boissoudy*; Paul Silvius; Turrou (Commander of the American Veterans of Foreign Wars, in Paris); General Fry (National Commander of American Veterans of Foreign Wars and Mr. George Weltner. (*) Chairman of the "Medailles de la Resistance." (Medal of Honor holders of the Resistance.)



While dancing with Leslie Caron, Gulf & Western's Chairman of the Board, Charles G. Bluhdorn paid a particular compliment to the star's radiant performance in "Is Paris Burning?"

Honors in Paris

On October 28th, the Veterans of Foreign Wars of the United States gave a luncheon at the Cercle Militaire in Paris in honor of George Weltner, president of Paramount; Henri Michaud, vice-president of Paramount International; Henri Klarsfeld, general manager of Paramount in France and North Africa and Roger Gallois-Cocteau, who played an important part in the Liberation of Paris.

During the lunch, the Malta Cross was awarded to Messrs Weltner, Michaud and Gallois-Cocteau for the exceptional services they had rendered in the Second World War. The medal also represents a tribute to the parts they played in the production of "Is Paris Burning?" which "will enable millions of people to live again the drama that took place in August 1944."



ZURICH - Arrival of the director of "Is Paris Burning?" for the premiere celebration at the Rex Theatre. From left: Mr. Schoonheijt, manager of Sabena; an air hostess; Mr. René Clément; Starfilm general manager Jules A Gendre; Mrs. Clément; Mr. and Mrs. Luigi Luraschi.

Charles Bluhdorn Chairman of Famous Players Canadian Corp.

TORONTO, Canada - The Board of Directors of Famous Players Canadian Corporation, Ltd., in its quarterly meeting here on November 14th, elected Charles G. Bluhdorn as a director of the company and chairman of the Board, succeeding the late J. J. Fitzgibbons.

ALL AMERICA ACCLAIMS "IS PARIS BURNING?"!

NEW YORK!

"★★★★ HIGHEST RATING! An experience never to be forgotten! Imbued with warmth, human interest, suspense, excitement and exaltation!... Presented in so graphically dramatic a manner that it is as though the audience was actually witnessing the liberation!" —Kate Cameron, N. Y. DAILY NEWS

BOSTON!

"MEMORABLE! INSPIRING! THRILLING!... A brilliantly directed production which is fully impressive! Even the tiniest 60-second episode becomes a vignette of emotion and excitement!" —BOSTON GLOBE

LOS ANGELES!

"A GREAT PICTURE! STIRRING! GRIPPING! The tenseness grows and grows! The work of director Rene Clement and the exciting musical score by Maurice Jarre are Academy Award considerations!" —LOS ANGELES HERALD EXAMINER

CHICAGO!

"TRIUMPHANT! Twinkles brightly with a long list of big-name stars!" —CHICAGO AMERICAN

PHILADELPHIA!

"STIRRING SCENES, FINE PERFORMANCES and the scenery only Paris could provide." —PHILADELPHIA DAILY NEWS

PARAMOUNT PICTURES
SEVEN ARTS / RAY STARK
present

IS
PARIS
BURNING?

With a stunning international cast, starring in alphabetical order:
JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS
ALAIN DELON · KIRK DOUGLAS · GLENN FORD · GERT FRÖBE · YVES MONTEAND · ANTHONY PERKINS
SOPHIE SIGAORET · ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES
Produced by PAUL GRAETZ · Directed by RENE CLEMENT · Screenplay by GORE VIDAL and FRANCIS FORD COPPOLA
Based on the Best Selling Book by LARRY COLLINS and DOMINIQUE LAPIERRE · Additional Material for French Screenplay by MARCEL MOUSTY · A Co-Production TRANSCONTINENTAL FILMS-MAMMAE PRODUCTIONS
A Paramount Release PANAYISION

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Fantastic Press Coverage

There has never, never, never been anything like it!

We make no exceptions. No if's, and's or but's.

And we are simply referring to the overwhelming, awe-inspiring press coverage of the premieres of "Is Paris Burning?" in France, Belgium, Holland, Switzerland, Germany and Sweden.

The evidence is so massive that it virtually coming in as freight; and what is even more important, the actual space given by the individual publications to the importance of the picture is more extensive and more prominently placed than any picture of any company at any time has been granted.

This fact in turn reflects the utmost credit on all of the individual Paramount publicists in the countries mentioned above.

"Is Paris Burning?" is, in every way, the embodiment of glory!



TORONTO — Dominique Lapiere (left) and Larry Collins (centre) continue their magnificent work in behalf of their book and the precedent-setting motion picture made from it.

Here they are with Elwood Glover, host of the "Luncheon Date" network TV programme of Canadian Broadcasting Corporation, carrying the message of film and book right across Canada. The two authors are on a multi-city tour, meeting the press as well as appearing on more TV and radio programmes.

In addition to the road-show openings of "Is Paris Burning?" at the Criterion Theatre in New York and the Warner Hollywood Theatre, the big picture opened the same evening at the Cleveland Circle in Boston; the Cinestage, Chicago; the Goldman, Philadelphia; the York Theatre, Montreal, and the Glendale in Toronto.

NEW YORK — This quarter-page ad from the November 15th New York Times reflects something of the tip top national acceptance of "Is Paris Burning?"

Just as the current issue of Paramount World has dealt extensively with the colorful premieres and giant business the big picture has registered in Europe, so will our next issue survey the equally giant business that "Is Paris Burning?" is doing in the United States and Canada.

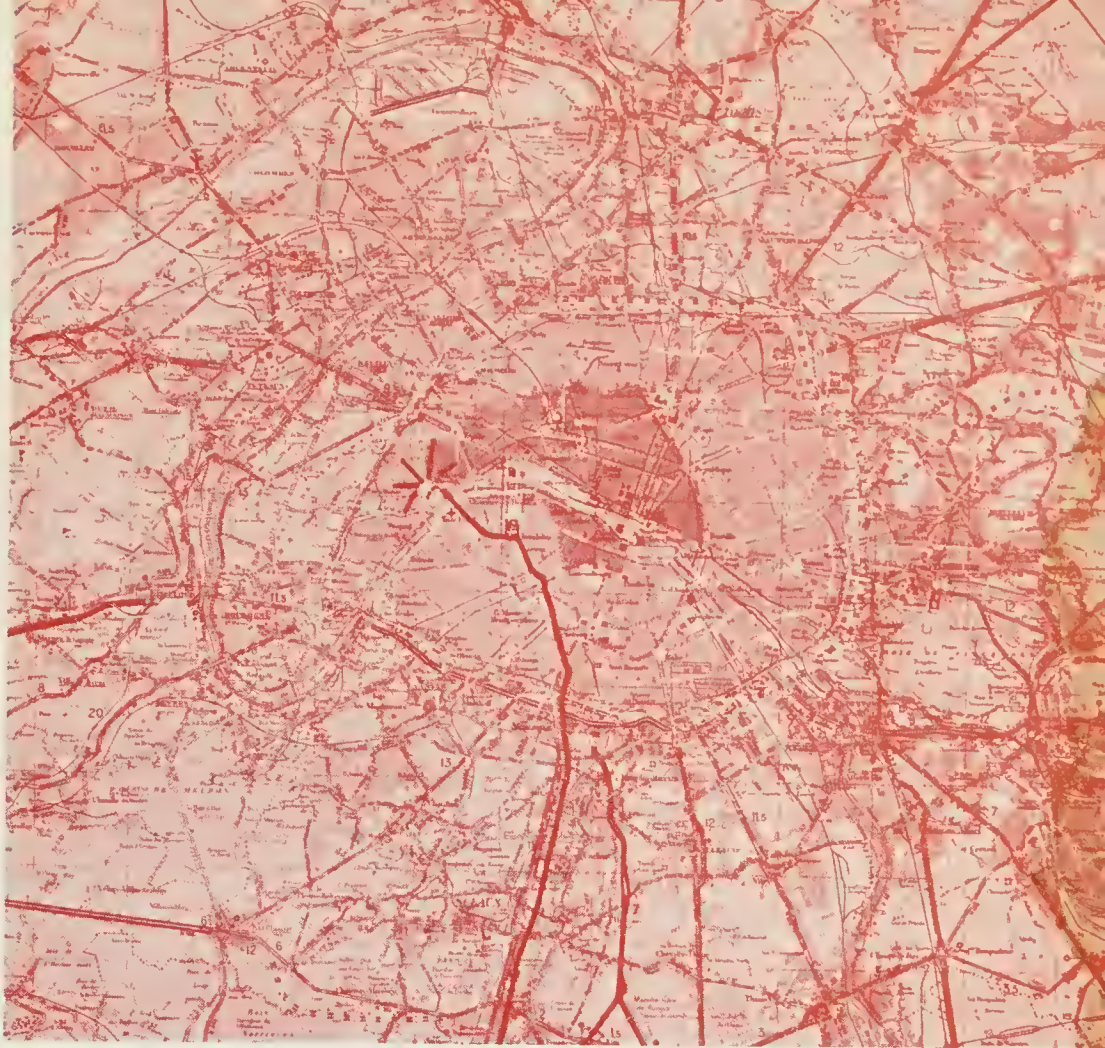
BOSTON — Portion of the fleet of 75 delivery trucks of the Record-American newspaper which carried "Is Paris Burning?" posters all over the city during the film's record-breaking engagement.



PARIS IS RE-INVADEDBUT BY FRIENDLY FORCES



Part of the convoy proceeding right down the steps of the Palais de Chaillot in order to impart the fullest touch of realism to the spirit of the premiere.



The black line on the above map represents the route taken by General Leclerc's 2nd Armored Division when it entered Paris on Aug. 25, 1944, to begin the liberation of the city.

At Antony, where the French forces entered the city, there is now a monument dedicated to General Leclerc. A street along the liberation route, Avenue du General Leclerc, has also been named in honor of the commanding general.

A symbolic convoy of military vehicles (as shown on this page), followed this same liberation route as part of the Oct. 24 premiere activities for "Is Paris Burning?"

Occupation.... to Liberation.... to Re-Enactment!

International Journalists on Tour



With journalists from all over the world in Paris for the mighty premiere, a specific tour of the historic high-spots of the city which are prominently in focus in the film's dramatic story, was arranged, with co-authors of the book, Larry Collins and Dominique Lapierre, as guides. At top, section of the party starting off, with Collins in centre and Lapierre at the extreme right. In the bus glimpse, Collins is the lecturer. The following is a list of the places visited:

Meurice - Place de la Concorde - Pont de la Concorde -
Boulevard Saint Germain - Solferino - Rue Saint Dominique
à droite - Invalides - Rue de Varenne - Matignon -
Boulevard Raapail à droite - Rue de Vaugirard à gauche -
Palaia du Luxembourg - Boulevard Saint Michel à gauche -
Carrefour Saint Michel-Saint Germain - Ile de la Cité -
Préfecture de Police - Notre Dame - Hôtel de Ville -
Rue de Rivoli à gauche - Pont de la Concorde -
Quai d'Orsay à droite - Tour Eiffel.



Portion of the symbolic military convoy following the exact route taken by General Leclerc's Second Armored Division in 1944. It, too, evoked deeply stirring emotions in the hundreds of thousands who witnessed it.

We shape our buildings; thereafter they shape us.

- Winston Churchill

Chicago.....

Major session under way, with Mr. Boasberg (far center) presiding: The following were present - Ernest Sands (H.O.), Myron Sattler and Nat Stern (New York), Don Hicks (Philadelphia), John Moore (Boston), Dan Houlihan (Buffalo), Robert Moore (Albany), Henry Germaine (New Haven), Pete DeFazio (Pittsburgh), Ted Krassner (Washington), Sid Kaplan (Chicago), Tom Duane (Detroit), Howard Ross (Milwaukee), Harold Henderson (Cleveland), John Kane (Indianapolis).

Also Phil Isaacs, M.H. Schank, Benjamin Shectman, Jack Perley, Frederick A. Leroy, Mario Ghio, Joseph Moscarel and John McGettigan. Mort Hock, advertising manager also attended with a presentation of upcoming ad. campaigns.

New Orleans

SEATED, L to R; Forrie Myers (Minneapolis), Fred Mathis (Jacksonville), Chuck Caligiuri (Des Moines), Ben Shectman (Home Office), Jack Perley (Home Office), William Briant (New Orleans), Tom Bridge (Dallas), Charles Boasberg (Home Office), Ernest Sands (Home Office), Ed DeBerry (Atlanta), Ward Pennington (Los Angeles).

STANDING, L to R: Harry Swanson (Salt Lake City), Paul Rice (Oklahoma City), Mario Ghio (H.O.), Gerry Haile (Kansas City), Martin Schank (H.O.), Wayne Lillard (Charlotte), Gordon Bradley (Atlanta), Weber Howell (St. Louis), Fred Leroy (H.O.), Milton Anderson (San Francisco), Bernard Brager (Dallas), David L. Dunkle (Portland), John Kent (Seattle), Frank Carbone (Denver), William Meier (Cincinnati), Al Stout (Memphis), John McGettigan (Los Angeles). Absent from photo: Irwin Yablans, Los Angeles.

Two Top-Level U.S. Sales Meetings

The week of October 16th saw important national sales meetings held in Chicago and New Orleans under the guidance of Charles Boasberg, general sales manager. All of the company's division and branch managers participated in one of the two conferences.

Accompanying Boasberg from New York were Paramount sales executives Ernest Sands, Phil Isaacs, Martin H. Schank, Benjamin Shectman, Jack Perley, Frederick A. Leroy, Mario Ghio, Mort Hock and Joseph Moscarel. The sales meetings covered plans and policies for Paramount's road-show presentation of "Is Paris Burning?" and the balance of the company's 1966 line-up. Shown below, and identified at left, were the attendees.



VARIETY really liked "The Swinger," saying, in part:

"The Swinger" is a very amusing original screen comedy which satirizes nude books and magazines.....Commercial prospects look particularly hot for Paramount release in situations catering to younger and teenage audiences....Result is a bang-up job.

CHICAGO - The "Alfie" Girls were real 'eye-catchers' at the luncheon during the sales meeting here.

Identifiable in the first shot are, from the left - Ernest Sands, Hugh Owen, Charles Boasberg and Nat Stern. At lower right, Robert Moore; lower left, rear view Herb Gillis.

MORE NEWSY NEWS FROM AROUND THE WORLD



A Roll in the Hay That Misfires.....

The locale is a barn in the Blake Edwards Western comedy romance, "Waterhole No. 3," in which James Coburn and Margaret Blye are co-starred. Hay being what it is, the Coburn character tries some uninvited romance....



....But the Blye character has been warned about men like this, and has properly implemented the warning...and the Coburn character went on his way, a sadder, fiercer man.

"Waterhole No. 3" is a wild and woolly western whizzer in which you hardly know what is going to happen from one moment to the next. And it's a Paramount Picture.

CHICAGO - One of the many queues at the Esquire Theatre during the engagement of "Bolshoi Ballet 67," the very popular Paramount release in color, and with some of the finest music ever associated with a motion picture.



"Alfie" in Toronto (Canada)

These two shots involve three theatres and three top-flight motion pictures. They present a remarkable juxtaposition of events and reactions. The three theatres are the Hollywood (which comprises the large North Cinema and the smaller South Cinema), and the Odeon.

The North Cinema of the Hollywood is playing "Alfie," the South Cinema has "Virginia Woolf," while the Odeon has "How To Steal A Million."

The queues to the Hollywood's box-office come in full measure from both directions, and, as the top photograph indicates, the queue to the Hollywood apparently in full, and certainly in part, is by-passing the Odeon. Obviously, "Alfie" is the stronger of the three 'magnets.'

"Funeral In Berlin"

will begin its dual world premiere engagements December 21 at the Tower East and Forum Theatres in New York City and at the Hollywood Paramount in Los Angeles.

Hubschmid, Caine

The suspenseful story of the attempt of British intelligence to arrange the defection of a top Russian official to the West, "Funeral in Berlin" is based on the best-selling suspense novel by Len Deighton. The film stars Michael Caine, co-stars Paul Hubschmid and introduces Eva Renzi, with Caine re-creating the characterization which won him international critical and audience acclaim (as 'Harry Palmer') in Deighton's "The Ipcress File."



and Renzi



JAMES CAAN, who was viperishly unpleasant in "Lady In A Cage," is a romantic delight in the Howard Hawkes production of "El Dorado," in which John Wayne and Robert Mitchum are co-starred.



CHICAGO - Advertising manager Mort Hock making his campaign presentation to the Paramount sales gathering in the Balaban and Katz projection room here.

November 15 is "Paramount Day"

Paramount Pictures Day will be celebrated in 30 branch cities across the United States on Tuesday, November 15.

Right across the nation, exhibitors will be invited to their local local branch for a full day of 2 screenings of top-level attractions -- "El Dorado" and "Funeral in Berlin." A Paramount luncheon will separate the two screenings.

BOMBAY - "Nevada Smith" has added to its string of international triumphs by opening to a sensational success at the New Empire here. K.S. Vaidyanathan, Paramount's general manager, has guaranteed a long run for the great western thriller.

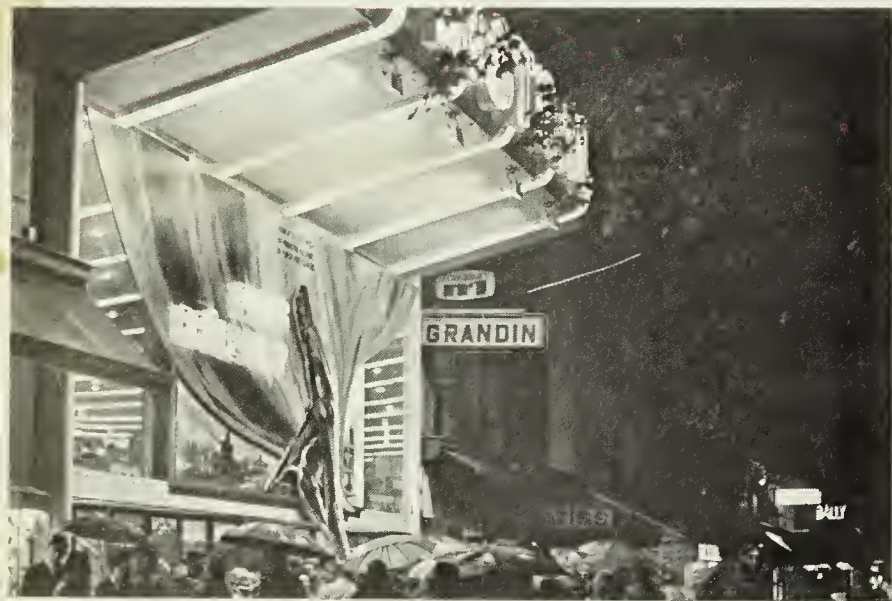
ACE CINEMAS OF P A R I S PRESENTING "IS PARIS BURNING?"



Unprecedented crowds lined up for seats in Le Paramount. Another queue-view in lower right hand corner of this page.



The Elysees had a new queue ready as each screening ended.



The Mistral on the Left Bank had to add extra umbrella stands for the crowds.



The Marivaux had gendarmes on hand to control the crowds.



The George V management was delighted with the the Champs Elysees crowds flowing into the popular cinema.



The Miramar's front-of-house display is a magnificent show-piece for a great film.





"A global smash seen for
Fine Par-7 Arts production."

VARIETY

Paramount is
'Burning' with Excitement...



.....because of
"Is Paris Burning?"

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